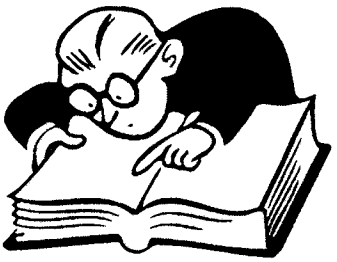

BULKY DOCUMENTS

(exceeds 300 pages)

Proceeding/Serial No: 91177192

Filed: 04-25-2008

Title: Opposer's Brief in Response to Applicant's Motion for Summary Judgment and Opposer's Countermotion for Summary Judment; with Exhibits A-G; A part 1 – A part 11

Part 10 of 11

Processed by Duane Foster

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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CURRENT Buffalo News (New York) June 9, 1996, Sunday, FINAL EDITION

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Buffalo News (New York)

June 9, 1996, Sunday, FINAL EDITION

SECTION: LIFESTYLES, Pg. 3E

LENGTH: 623 words

HEADLINE: CURRENT

BYLINE: SUSAN MARTIN

BODY:
In the swim

Some kids live in swimsuits all summer long, and Lands' End, the catalog company, did some research to discover what colors they like best.

Their findings: For little girls, pink and purple are the hottest-selling colors and older girls prefer blue and green.

Young boys favor red as their No. 1 choice, followed by deep green. Their older brothers, however, steer toward cobalt blue first, then deep green.

A tip for parents: For kids on the constant move, Lands' End recommends finding a swimsuit with a modest cut -- one with more leg and seat coverage. Also make sure the suit's fabric isn't see-through when wet.

Summer setups

In celebration of the upcoming summer party season, we asked three local interior designers to describe their favorite way to set the table.

Janet Wetter, from Windows & More Interior Design, loves to drag the picnic table back in the garden and set it with cream-colored dishes patterned with oak leaves; big wine glasses, and table cloths fashioned from leftover decorator fabrics.

"It's not the perfect English garden setting from a Merchant Ivory film; it tends to get a little funkier than that," she said.

On the Fourth of July, things get patriotic. The centerpiece: a blue and white Delft container done up in daisies, petunias -- anything red, white and blue.

Maureen DeRose, of Maureen DeRose Interiors, goes for a fish theme at her beach house.

"I'm into whimsical, hand-painted things that are fun for summer. Forget elegant," she said.

To achieve the look, she chose white dishes edged in bright blue and yellow clown fish. Local artist Mary Quimby, of Secret Garden Enterprises, painted a large oak table fresh water blue, added a fish border to

match the plates, then finished the top with a white-wash glaze.

Ms. Quimby also white-washed the room, crafted 24 ceramic fish and attached them to the cove molding at the ceiling.

"I entertain every Saturday night, and it's fun in this fish room. I always have little seashells as favors in everyone's spot," Mrs. DeRose said.

For an added touch, she glues a rosebud surrounded by moss to each shell, then lights a cluster of fish-shaped candles after dark.

Katie Breidenstein, of Breidenstein Interiors, Orchard Park, likes laminated accessories in coordinating patterns for summertime entertaining.

"I carry a line of trays, bowls, ice buckets and place mats that can be laminated in any fabric -- wonderful for the outdoors. Instead of choosing the patterns that are out there, you can choose your own pattern," she said.

Not for men only

The designers behind two popular menswear labels -- Tommy Hilfiger and **Nautica** -- will soon be dressing women as well. David Chu, **Nautica's** president and designer, and Hilfiger both plan to introduce women's contemporary sportswear collections for fall.

Both collections will be modeled after the designers' menswear lines, using their signature logos, colors, fabrics, sport themes and so forth.

Also coming soon: Hilfiger's first women's fragrance, Tommy Girl.

Tell it like it is

An outsider's perspective is always welcome here. Elinor J. Brecher, who writes for the Miami Herald, recently shared these fashion guidelines:

Hosiery should not be darker than your shoes.

Half picked-off nail polish is disgusting.

Under no circumstances may satin evening pumps be worn to the office.

Halter tops, short shorts and body-hugging garments are not for the adiposially challenged.

Bad taste is better than no taste.

Real is better than fake.

And finally . . .

"Some people were born to push the envelope of fashion and some to lick it."

-- Karen "Duff" Duffy, actress and former MTV VJ

GRAPHIC: Summer's table settings are bright, whimsical, anything but drab. JCPenney suggests mixing plaids with florals. Local interior designers have even more ideas.; A sporty swimsuit for kids on the move.

LOAD-DATE: June 11, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Youth squadron The Daily Telegraph (Sydney, Australia) June 14, 1996, Friday

Copyright 1996 Nationwide News Pty Limited
The Daily Telegraph (Sydney, Australia)

June 14, 1996, Friday

LENGTH: 86 words

HEADLINE: Youth squadron

BODY:
THE Australian team was announced yesterday for the 26th International Yacht Racing Union World Youth Sailing Championships to be hosted by the New York Yacht Club at Newport, Rhode Island.

Racing will be from July 8-18 in six disciplines - single-handed dinghy for boys (Laser), singlehanded dinghy for girls (Laser Radial), sailboard for boys (Mistral), sailboard for girls (Mistral), double-handed dinghy for boys (Laser 2) and double-handed dinghy for girls (Laser 2).

Australia's **Nautica** Youth Team:

LOAD-DATE: March 4, 2002

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Monday, June 19, 2006 - 12:25 PM EDT

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Lighter fragrances popular with active men Tampa Tribune (Florida) June 15, 1996, Saturday,

Copyright 1996 The Tribune Co. Publishes The Tampa Tribune Tampa Tribune (Florida)

June 15, 1996, Saturday, FINAL EDITION

SECTION: BAYLIFE, Pg. 2

LENGTH: 644 words

HEADLINE: Lighter fragrances popular with active men

BYLINE: ROY H. CAMPBELL; of Knight-Ridder Newspapers

BODY:
Think light if fragrance tops your list of gift ideas for Father's Day.

The heavy scents, such as Polo and Bijan, that were popular in the 1980s still sell well, but the sweet smell of success surrounds a new breed of lighter scents.

The blockbusters are Polo Sport, Tommy by Tommy Hilfiger, Hugo Boss, **Nautica,** Davidoff Cool Water, CK One - all sporty, subtle scents. CK One alone did more than $ 100 million in sales last year, compared with the industry average of about $ 25 million.

The lighter scents are to strong colognes what eau de toilette is to women's perfume. They're cheaper and they're meant to be smelled up close. Most smell of citrus or other outdoorsy aromas and are aimed at a younger man or one who leads an active lifestyle.

CK One and the slew of fresh scents are marketed and sold in novel ways.

Unlike years past, the advertisements are not based on appeal to the opposite sex - no beautiful woman hanging on the arm of a man standing in front of a sports car.

Instead, they show men rowing boats, climbing mountains, playing basketball or swimming. And when sex appeal is used, it's generally a bare-chested man posing provocatively.

Ads for CK One, which is unisex, show scraggly twentysomethings with various parts of their bodies pierced.

And while GQ and other upscale mags get the bulk of the prestige fragrance ads, Tommy is also splashed across ad pages in the Source, Vibe and other hip-hop magazines because Hilfiger's sportswear is so popular with that set.

Generally, the light colognes start at about $ 25 for 2.5 ounces, compared with $ 42 for stronger scents.

Their popularity, industry officials say, comes because, unlike previous generations, young or active men are more inclined to buy their own fragrances and select scents to match their lifestyles. Before, women made the purchases and accounted for the majority of cologne sales. Women often sniffed favorably upon heavier or musky scents.

As usual during gift-giving season, the men's fragrance counters at department stores are packed with

duffle bags, T-shirts and other items that are free or at low cost with a cologne purchase.

Michael Feuling, Polo Sport vice president of marketing, said the gift-with-purchase promotion is the perfume industry's way of competing with other retail products.

"In the rest of the store, you see items on sale, but we never put fragrance on sale. Our version of putting something on sale is to put a product with it," he said. -

TIES AND FATHER'S DAY are like Thanksgiving and turkey. Seems you can't have one without the other.

But this traditional gift is fraught with problems - usually bad choices by the gift giver. How many men have received a tie from a spouse or child, worn it once, then pushed it to the back of the tie rack and never allowed it to see the light of day again?

Bet there are plenty.

However, if you must, absolutely must, give a tie to your favorite pop, keep the following in mind: - No matter how cute you might think it is, men are seldom amused by those wacky ties with stupid sayings or whimsical designs - lightbulbs and the like. - Cheap ties, no matter how attractive, are threadbare in no time, seldom knot properly, and don't hold up to dry cleaning. - Check out Dad's tie racks to see if there are certain designers, companies or patterns he prefers. He is more likely to wear ties he is comfortable with. - Don't get monograms unless you know that the father of choice is one of those who doesn't mind his initials on his clothes. Ditto with tie tacks, collar bars and other tie jewelry. -

SOME FASHIONABLE accessories for Father's Day include platinum watches, gold chain-link bracelets, wrap sunglasses, thin belts with military-style silver or gold shield buckles, Roman-style sandals with thick straps, and silk boxer briefs.

GRAPHIC: PHOTO,
CK One is among the new breed of colognes that have found success with a lighter scent. Tribune file photo

LOAD-DATE: June 17, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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MEN ON THE MOVE MOVE TO 'IVY-TECH' SEATTLE POST-INTELLIGENCER June 17, 1996, Monday

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SEATTLE POST-INTELLIGENCER

June 17, 1996, Monday , FINAL

SECTION: LIFESTYLE, Pg. D2

LENGTH: 402 words

HEADLINE: MEN ON THE MOVE MOVE TO 'IVY-TECH'

BYLINE: ELSA KLENSCH Columnist

BODY: Q: I am 32 and have a job as a salesman with a software company. My problem is my girlfriend. She nags me constantly about the way I dress. She is ambitious for me and says I'll never be promoted because I dress too conservatively. She says there's a revolution going on in menswear and I should get with it.

I can't imagine facing clients without a tie. Don't I need a suit for my clients to take me seriously?

EK: Your girlfriend is right, at least about the revolution going on in menswear.

For advice I turned to David Chu, the designer at New York menswear company **Nautica.** His cutting-edge fall collection combined high-tech fabric with a '60s Ivy League look. He called it "Ivy-Tech."

He suggests that you loosen up. "Your image should be a combination of the new tech look and the traditional corporate suit. An easy way to go is to start with a sports jacket and combine it with different shirts and pants.

"There are lots of exciting ways to go - knit shirts in different styles and pants in many high-performance fabrics.

"Once you start experimenting you'll enjoy having a new image. It will also tell your customers you know how to dress in today's world."

Q: I am 5-foot-1 with a petite figure but a full bust. I have a problem finding jackets that suit me and am wondering if I should try one of the new cropped styles. My question is, will it suit me? If not, what shape should I look for?

EK: A "cropped" jacket is not for you. It will cut you off at the waist, emphasize your bust and make you look too top-heavy.

At Liz Claiborne, Karen Greenberg advises you to look for a jacket that accents the waist: "A jacket with a fitted or belted waist will visually balance your top-heavy figure.

"If you want a short jacket, then find one that falls just past your waist and sits nicely at the top of your hips. This will give you a short silhouette that will be comfortable as well as flattering.

"Avoid detailing, wide collars or pockets on the bust. Also, remember that a monochromatic color scheme

works well for petites. It creates a long, unbroken line that visually adds height."

Elsa Klensch is style editor for Cable News Network. She welcomes questions and will answer those of general interest in her column. Write to Elsa Klensch, Los Angeles Times Syndicate, Times-Mirror Square, Los Angeles 90053. Or she can be reached on the Internet at:

Agent?lx.netcom.com

GRAPHIC: Photo
Nautica designer David Chu dresses down his chambray sports coat by putting it with a cream cotton sweater and waterproof navy pants.

TYPE: Q & A COLUMN

LOAD-DATE: October 28, 1998

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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Bon-Ton aggressively plans return to black ink Evening News-Harrisburg PA June 21, 1996

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Business Dateline;
Evening News-Harrisburg PA

June 21, 1996

SECTION: pg B5

LENGTH: 541 words

HEADLINE: Bon-Ton aggressively plans return to black ink

BYLINE: Tom Dochat

DATELINE: York; PA; US; Middle Atlantic

BODY:
After operating in the red last year for the first time since the Great Depression, The Bon-Ton Stores Inc. plans an aggressive retailing strategy to improve its merchandise selection and sales so it can return to profitability this year.

Heywood Wilansky, chief executive office of the York-based department store chain, told stockholders yesterday that he's "more confident than ever that we can operate as an effective, efficient and profitable company. I believe an agile, regional company can take on national competitors and be successful."

Wilansky said success amounts to "giving the customers what they want, when they want it, and at a good value."

To improve the profit picture, Wilansky said The Bon-Ton is reducing the number of vendors it deals with by 30 percent to 40 percent and is concentrating on quality clothing brands such as Ralph Lauren, Tommy Hilfiger, Liz Claiborne, Jones New York, Calvin Klein and **Nautica.** He said the stores are integrating more quality merchandise into the moderate-price mix and are trying to provide customers with a wider selection of sizes, colors and styles.

"We're selling more better goods than ever before," he said during the annual meeting in York.

In response to a shareholder's question, Wilansky said The Bon-Ton is focusing on the fall selling season and plans to spend $ 2 million more this year on advertising. He said the promotional campaign is designed to bring customers into the stores so they can see the merchandising changes.

Michael L. Gleim, vice chairman and chief operating officer, said the company is "pretty comfortable" with analysts' estimates that it will earn between 60 cents and 80 cents a share in the current fiscal year. That will "require a solid fourth-quarter performance" during the Christmas season, he noted.

Gleim added that analysts are projecting earnings of 90 cents to $ 1.10 a share for the next fiscal year, and "we're OK with that, too."

For the fiscal year that ended Feb. 3, The Bon-Ton reported a loss of $ 9.2 million, or 83 cents a share.

Wilansky, who joined the company last Aug. 21, said it was a "very difficult and disappointing year" that was affected by the soft retail environment, bad weather, new and tough competition and poor performance among some of the stores that The Bon-Ton acquired.

For now, Wilansky said The Bon-Ton will concentrate on its existing markets. The company operates 69 stores, most of them in Pennsylvania and New York.

The Bon-Ton operates two Harrisburg-area stores, one at Colonial Park Mall and the other across from Capital City Mall. Wilansky said both stores are "winners," and the retailer plans to improve them with more and better merchandise and improved displays.

Asked by a shareholder about the future business plan, Wilansky said he has a target of 5 percent sales increases at stores that have been open for at least a year. He noted that The Bon-Ton will open its fourth store in the Rochester, N.Y., area on Aug. 7, and it intends to open two stores next year, one in a new market area and the other to replace an existing store.

The Bon-Ton will have to make another "important acquisition or two somewhere down the road," but probably not before 1998, Wilansky said.

UMI-ACC-NO: 9679684

JOURNAL-CODE: XEVN BTL

LOAD-DATE: August 8, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
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NEW TWISTS ADDED TO OLD TRUNKS Palm Beach Post (Florida) June 24, 1996, Monday,

Copyright 1996 Palm Beach Newspaper, Inc.
Palm Beach Post (Florida)

June 24, 1996, Monday, FINAL EDITION

SECTION: ACCENT, Pg. 3D

LENGTH: 398 words

HEADLINE: NEW TWISTS ADDED TO OLD TRUNKS

BYLINE: FRANCINE PARNES

BODY:
Just like women, when men hit the beach, they want to look fashionable.

"When you're on the beach and don't have a shirt on, it's a different dynamic than being fully clothed," says Charles Fagan in New York, vice president and managing director of Polo Ralph Lauren stores.

"Swimwear is just a personal thing for men, like ties," Fagan says. "It's an expression of their style, it's hugely personal, it's one area where a guy can really have fun."

Fagan adds: "It's not as though people are dictated to about what the swimwear is this season. Consequently, our line is broad in terms of style. And novelty is taking a boxer in patchwork plaid or floral print or awning stripes."

And in the spirit of the Summer Olympics, lots of guys are wearing their patriotism on their shorts. "Our best seller is the American flag stars-and-stripes model," says designer Tommy Hilfiger.

"We did an athletic-inspired International Games collection in red, white and blue, and it's been phenomenal," Hilfiger said. "We thought it would be great for this time of year and for the spirit of the Olympics."

The all-cotton group, about $ 40 a pair, comes with details such as color blocks of stars and stripes, zippered back pockets and elasticized drawstring waistbands.

Ralph Lauren and Nike also are true to the red, white and blue. Speedo Authentic Fitness stores offer a swimwear group that's licensed for the Olympics. And **Nautica** has red, white and blue swimwear under the label Team **Nautica** U.S.A.

A top seller at **Nautica** is a surfer style, which lands about an inch above the knee, in navy nylon taffeta, with red-and-white vertical stripes down the right leg and a self-adhesive back pocket; about $ 40.

"A lot of younger guys are really reacting to that longer length," says David Chu, president and head designer for **Nautica,** based in New York. "It's an attitude thing. And it's multipurpose."

Other options abound.

"Rather than just a basic trunk of five years ago, you're now getting a functional garment with novelty

touches," says Tom Julian, men's fashion expert for Main Floor, a syndicated TV show.

"There are style elements such as postcard prints from Polo Ralph Lauren; conversational prints from J. Crew in boxer, volley and surf lengths; and Emporio for Armani did navy and brown, which is a new approach in high-style athletic swimwear," Julian says.

GRAPHIC: PHOTO (C) & (B&W), 1. (C) David Chu of **Nautica** has designed this blue nylon bomber jacket (above) with yellow neoprene collar and an orange nylon swim trunk with black neoprene waistband., 2. (B&W) Duck Head is offering this plaid cotton swim trunk (left.)

LOAD-DATE: July 2, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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Surgeon's fashionable at work and play The Baltimore Sun June 27, 1996, Thursday,

Copyright 1996 The Baltimore Sun Company
The Baltimore Sun

June 27, 1996, Thursday, FINAL EDITION

SECTION: FEATURES, Pg. 5E, Candid Closet

LENGTH: 506 words

HEADLINE: Surgeon's fashionable at work and play

BYLINE: Vida Roberts, SUN FASHION EDITOR

BODY:
It's in the nature of a plastic surgeon to understand that appearance counts. Dr. Oscar Ramirez, who is director of the Plastic & Aesthetic Surgical Center of Maryland in Lutherville, knows that clothes and accessories, too, can cheer, enhance and camouflage.

He has an international perspective in his work and his life. A native of Peru, he has a busy travel schedule that takes him all over the United States, Europe and Latin America to lecture, teach and demonstrate new techniques as a visiting professor at various universities. While abroad he finds time for cultural events and browsing.

To work out, he plays midfield for a team in a Maryland soccer league, a position with a premium on running.

As a physician who deals with the cosmetic aspects of surgery, do you feel you have to make an extra effort in the way you dress and present yourself to your patients?

I like to dress well, certainly, but that means a suit and nothing too bright and loud. And I often see patients in a lab coat over a shirt.

What about your fun clothes?

I think the traditional green and blue surgical scrub caps and suits may intimidate patients, so I have designed my own. I have caps in patterns and colors and more carefully cut suits. The prints may have soccer balls, fish, undersea animals.

Besides soccer, my favorite pastime is scuba diving.

These don't come from your typical hospital-supply house?

No, I have them custom-made by a seamstress in quantities that can be rotated through the laundry facilities.

Where do you shop?

Everywhere I travel.

I like Armani and find outlets in Atlanta, Beverly Hills and New York.

I'm often in Montreal, which has some fine men's stores. It's interesting, but New York's British-American House carries a good selection of Italian clothes. I particularly like Zegna shirts.

Italians know what they're doing with clothes.

Do you shop in Baltimore?

Very little, because the little free time I have to do so is when I travel.

Your best outfits?

I lean to grays and blues. Nothing too colorful -- and classic European styling. In more casual wear, I still prefer an Italian look, but for the beach or sport, American-looks like **Nautica** are the best.

Do you favor particular accessories?

I'm always scrubbing, so I wear virtually no jewelry other than a ruby ring which came to me from my mother. With shoes, comfort is everything, so I work in imported wooden clogs. They provide support and warmth and can be sterilized.

Would you ever wear your clogs outside the surgery?

No. For the outside I like Ferragamo.

Do you know any creative dressers? Let us know. Write to Vida Roberts, Candid Closet, The Sun, 501 N. Calvert St., Baltimore, Md. 21278.

Fashion event?

To share fashion-related events with our readers, please send typed news releases or photographs to Ellen Hawks, In Style, Features Department, The Sun, 501 N. Calvert St., Baltimore 21278.

For editorial information, contact Sun fashion editor Vida Roberts at (410) 332-6833.

GRAPHIC: PHOTO, AMY DAVIS: SUN STAFF, Dresser: Dr. Oscar Ramirez wears custom-made scrubs for his patients. Outside the operating room, Ramirez has a fondness for Italian designers and soccer. Here, he wears Armani.

TYPE: COLUMN, Q&A

LOAD-DATE: June 28, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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DONNA KARAN STOCK SOARS;INITIAL OFFERINGS HOT ON MARKET Times-Picayune (New Orleans, LA) June 29, 1996 Saturday, THIRD

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Times-Picayune (New Orleans, LA)

June 29, 1996 Saturday, THIRD

SECTION: MONEY; Pg. C1

LENGTH: 667 words

HEADLINE: DONNA KARAN STOCK SOARS;
INITIAL OFFERINGS HOT ON MARKET

BYLINE: By DYLAN RATIGAN Bloomberg Business News

DATELINE: NEW YORK

BODY:
Donna Karan International Inc. shares rose 17 percent Friday in their first day of trading as investors sought to cash in on the fashion designer's earnings prospects and international cachet.

Donna Karan stock rose 4 to $28 in trading of 7.7 million shares, the third-most-active stock in U.S. markets. Donna Karan sold a 50 percent stake, or 10.75 million shares, at $24 each to raise $258 million.

Donna Karan was one of 11 initial public offerings trading Friday for the first time. Shares of 10 of the offers rose - one by as much as 84 percent - signaling that the IPO market has resumed its robust form after last week's stumble.

"The IPO market is not dead yet," said Ryan Jacob, director of research at the IPO Value Monitor. "Having an IPO as successful as a Donna Karan is a good thing and it portends well for companies looking to come public."

Karan set the terms of her sale on the heels of high-profile IPOs from such top-drawer companies as the parent of Saks Fifth Avenue and a maker of Calvin Klein jeans, Designer Holdings Ltd.

The fashion designer boosted the price range on its initial public offering by 8.7 percent Thursday, a sign of strong investor demand. Buyers weren't fazed by recent weakness in the IPO market or the company's failed stock offer in 1993, analysts said.

"If you believe her brand is going to do well, this is a good company," said David Pearl, manager of the Landmark Small Cap Equity Fund, which wasn't able to buy shares because of the heavy demand. "The revenue is growing, and they have a lot of new products."

Karan's chic brand name helps sales of her expensive top-of-the-line clothing rise by more than 20 percent annually. Women's jackets in her "Collection" line start at $1,200, while men's "black label" suits start at $1,100.

Jacob said he expects good IPO showings in July from jeans maker Guess Inc., publisher Wired Ventures Ltd., and Golden Bear Golf Inc., which is owned by golf star Jack Nicklaus.

At $28, the Donna Karan sale is trading at almost 29 times Morgan Stanley's estimated 1996 earnings of 98 cents a share. Two other clothing companies, Tommy Hilfiger Corp. and **Nautica** Enterprises Inc., trade at an average of about 26 times 1996 estimates.

Donna Karan's 1995 net income rose to $53.6 million on revenue of $510.1 million, from $16.3 million on revenue of $420.1 million in 1994. In the first quarter, net income rose to $6.21 million, or 31 cents a share, from $4.08 million or 19 cents a year ago.

The company hopes to repeat its U.S. success in overseas markets, which could prove difficult. So far, Karan has just 26 Donna Karan stores outside the United States that generate 34 percent of annual revenue, or about $121 million.

"International growth will be a key for this company," said Kurt Barnard, president of Barnard's Retail Marketing Report.

A substantial chunk of Donna Karan's revenue is paid in salary to designer Donna Karan, her husband, Vice Chairman Stephan Weiss, and in licensing fees to the studio that the family owns.

The company paid Karan and Weiss $4.31 million last year and paid Gabrielle Studio $12.8 million in royalties last year. Going forward, the company will pay 1.75 percent to 3.5 percent of sales to Gabrielle. That would be $15.4 million, based on 1995 sales of $510 million.

"It is excessive," said Ryan Jacob, director of research at the IPO Value Monitor. "She IS the company, however."

Proceeds from the IPO will go to pay $58 million to Karan, her husband and her children, $58 million will go to the Takihyo Group, which is an Anne Klein affiliate and the company's second biggest holder. Another $90 million will go to pay debt, including $5 million to Karan's Gabrielle studio. The remainder will be used for general corporate purposes.

Morgan Stanley & Co., Bear, Stearns & Co., Merrill Lynch & Co., and Smith Barney Inc. managed the sale and shares are trading on the New York Stock Exchange under the ticker DK.

GRAPHIC: Fashion designer Donna Karan, center, mingles with traders on the floor of the New York Stock Exchang Friday as stock her Donna Karan International debuted. AP PHOTO.

LOAD-DATE: June 30, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Monday, June 19, 2006 - 12:20 PM EDT

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Shares of Donna Karan Soar In the First Day of Trading The New York Times June 29, 1996, Saturday, Late Edition - Final

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The New York Times

June 29, 1996, Saturday, Late Edition - Final

SECTION: Section 1; Page 35; Column 5; Business/Financial Desk

LENGTH: 550 words

HEADLINE: Shares of Donna Karan Soar In the First Day of Trading

BYLINE: By Bloomberg Business News

BODY:
Shares of Donna Karan International Inc. soared as much as 25 percent in their first day of trading as investors sought to cash in on the fashion designer's earnings prospects.

The company's stock closed up $4, at $28, after rising as high as $30.125 in active New York Stock Exchange trading. In its initial public offering, Donna Karan sold a 50 percent stake, or 10.75 million shares, at $24 each in an effort to raise $258 million.

Donna Karan is one of 12 stocks from initial public offerings that traded for the first time yesterday. All of the new issues rose or were unchanged at the end of trading; one, Seibel Systems, soared more than 80 percent. The demand for these issues provided a sign that the market for new issues has resumed its robust form after last week's stumble.

"The I.P.O. market is not dead yet," said Ryan Jacob, director of research at the IPO Value Monitor. "Having an I.P.O. as successful as a Donna Karan is a good thing, and it portends well for companies looking to come public."

The designer Donna Karan set the terms of her company's stock sale on the heels of high-profile offerings by by such leading retailing companies as the parent of Saks Fifth Avenue and a maker of Calvin Klein jeans, Designer Holdings Ltd.

Ms. Karan's company raised the price range on its initial public offering by 8.7 percent on Thursday, a sign of strong investor demand. Buyers were not fazed by recent weakness in the new-issues market or the company's failed stock offer in 1993, analysts said.

"If you believe her brand is going to do well, this is a good company," said David Pearl, manager of the Landmark Small Cap Equity Fund, which was not able to buy shares. "The revenue is growing, and they have a lot of new products."

Ms. Karan's chic brand recently has helped sales of her expensive top-of-the-line clothing rise by more than 20 percent annually. Women's jackets in her Collection line start at $1,200, while men's black label suits start at $1,100.

Since Donna Karan set the terms of the offering at the end of March, many new issues have dropped below their initial offering prices, in part because of a glut of offerings.

Initial public offerings are typically priced 10 percent to 15 percent less than their publicly traded peers, in order to insure a rise on the first day of trading to compensate investors for owning a new stock.

At $28, the Donna Karan sale is trading at 28.6 times Morgan Stanley's estimated 1996 earnings of 98 cents a share. Shares of the Tommy Hilfiger Corporation and **Nautica** Enterprises Inc. trade at an average of about 26 times 1996 estimates.

Donna Karan's 1995 net income rose to $53.6 million, on revenue of $510.1 million, from $16.3 million, on revenue of $420.1 million, in 1994. In the first quarter this year, net income rose to $6.21 million, or 31 cents a share, from $4.08 million, or 19 cents, in the corresponding period last year.

Proceeds from the offering will be used to pay $58 million to Ms. Karan, her husband and her children, and $58 million to the Takihyo Group, which is an Anne Klein affiliate and the company's second-biggest holder. Another $90 million will go to pay debt, including $5 million to Karan's Gabrielle studio. The remainder will be used for general corporate purposes.

LOAD-DATE: June 29, 1996

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Genesco sets sights on casuals, retailing.casual shoes, store expansion Footwear News July 1, 1996

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Footwear News

July 1, 1996

SECTION: Vol. 52 ; No. 30 ; Pg. 11; ISSN: 0162-914X

LENGTH: 655 words

HEADLINE: Genesco sets sights on casuals, retailing.casual shoes, store expansion

BYLINE: Lloyd, Brenda

BODY:
NASHVILLE, Tenn. (FNS)--Among Genesco Inc.'s goals for the year is improving its brands' market share by going after the casual shoe segment, and expanding its retail store division, especially the Journeys chain.

During the annual stockholders meeting last Wednesday, Genesco president and ceo David M. Chamberlain focused on Genesco's performance during the past year following its divestiture of its apparel businesses.

"The retail environment has been quite poor," Chamberlain said, "so we were pleased with year-end and first-quarter results!." He declined to comment on projections for the rest of the year, saying it depends on the retail environment.

Looking ahead, Genesco is increasing its capital expenditures in the current fiscal year. The company plans to spend approximately $ 13.4 million, including $ 8.5 million on opening 48 stores and completing 25 major store renovations. The remainder will be spent on manufacturing, wholesale and other operations, including updating computer software in both retail and manufacturing. Fifty-five to 60 percent of Genesco's sales come from retail; the rest from manufacturing.

Genesco got off to a good start in its first quarter ended April 30, with net earnings, including a tax credit of $ 465,000, totaling $ 966,000, compared with a loss of $ 678,000 a year ago. Sales from continuing operations increased 21 percent to $ 100.2 million, and comp-store sales jumped 13 percent.

For the fiscal year'96 ended Jan. 31, Genesco reported net earnings of $ 10.1 million, or 40 cents per share, compared with a net loss of $ 81.2 million for fiscal'95. Sales were down 6 percent to $ 434.6 million.

Genesco's retail businesses averaged 6 percent same-store sales growth for the year, and 4 percent overall growth (despite 4 percent fewer stores than the previous year), which Chamberlain said was "generally stronger than other retailers. That should continue because our strategies are correct."

Currently, the company's fastest growing retail operation is Journeys, a fashion-forward teenage concept. Chamberlain said Genesco will add around 20 Journeys stores this year, increasing the number to about 110. There are also plans to add Johnston & Murphy and Jarman stores.

In the wholesale arm, Genesco is aiming to boost market share by broadening product lines into the more casual arena and by becoming more product driven, Chamberlain said.

"We have to have the light look and feel for customers , so the first thing to have is a great looking product." Genesco will back that up with more consumer-driven advertising this year, although Chamberlain decked to offer specifies.

Chamberlain said he sees strong growth" in sales of the Johnston & Murphy brand, which grew 9 percent last year, and the brand is pushing expansion of its weekend and business casual footwear

Genesco's licensed **Nautica** and Dockers footwear lines also grew last year. In the **Nautica** line, the focus will be on dress/casual and young men's styles this year, with plans to add a performance athletic line for fall '96 and a new women's footwear collection next year

The drive to market more casual footwear means that Genesco will be sourcing more production overseas, according to Chamberlain. More of that is happening this year than last, but in products that are more volume-driven," he said.

The Laredo Boot brand and Boot Factory retail stores continue to be difficult because of the decline in the Western boot market. "That area has been a challenge in that that market is cyclical, and we're in the down part of it now," said Chamberlain. "But when we look at how our competitors are doing, we're gaining share."

Genesco stockholders elected Kathleen Mason, ceo of Cherry & Webb, to the board of directors. She is Genesco's first female director, and is an addition to the board. Cherry & Webb is a Boston-based women's wear chain.

SIC: 3021 Rubber and plastics footwear ; 3140 Footwear, Except Rubber ; 5661 Shoe stores

IAC-NUMBER: IAC 18446185

IAC-CLASS: Trade & Industry

LOAD-DATE: July 31, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
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Stars and Stripes from head to toe; Fashion: Be a sport. Whether out of patriotism or a sense of fun, go ahead and wrap yourself in the flag. The Baltimore Sun July 4, 1996, Thursday,

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The Baltimore Sun

July 4, 1996, Thursday, FINAL EDITION

SECTION: FEATURES, Pg. 1E

LENGTH: 384 words

HEADLINE: Stars and Stripes from head to toe; Fashion: Be a sport. Whether out of patriotism or a sense of fun, go ahead and wrap yourself in the flag.

BYLINE: Vida Roberts, SUN FASHION EDITOR

BODY:
Red, white and blue bunting is draping a lot more than Independence Day celebrations this July in America.

Patriotic stars and bars grace a line of Bamboo lingerie, which according to the company, "is offering sports enthusiasts nationwide the opportunity to intimately experience the spirit of the '96 Summer Games." This experience can be had by wearing perky high-cut panties styled in an opaque American flag print and sheer red mesh.

It's a banner year for wearing the tricolors, what with every stall, store and mall fanning the flame of Olympic boosterism and nationalism in products such as T-shirts, sneakers, designer sailor suits, tube tops, watches, bibs, barrettes, totes and socks.

Much of what's out there is disposable and forgettable kitsch of the tourist trap variety. However, there are those patriotic color stylings that for decades have been accepted as summer classics.

White ducks, blue blazer and red polo will take anyone through a boating party. Red, white and blue striped sailor shirts are the fresh change in hot weather.

Top designers with strong activewear and sports lines have been doing patriotic colors for years. Tommy Hilfiger, whose clothing sales have taken off like a rocket in the past two years, has built an empire with his red, white and blue label, which has become the symbol of American cool.

Ralph Lauren has dressed Olympians and weekend athletes in patriotic palettes as has David Chu for **Nautica.**

Large retail chains join the patriotic selling cycle and stores such as Hecht's offer USA logo Polo shirts and jackets and Hilfiger flag T-shirts. J. C. Penney carries official Olympic brand sportswear.

Every July, however, and during American Olympic years, purists and critics raise a flag flap about the propriety of using the stars and stripes as glad rags. They fail to remember that stripes, stars and tricolors are good design motifs and America has these in common with countries as diverse as Chile, Micronesia, Thailand and New Zealand.

A pair of Converse All-Star Stars & Bars sneakers could very well make someone happy. Lucky Brand

dungarees with starred and striped pants legs could be the hit of a holiday picnic. They're just play clothes, and this is the month for games and celebrations.

Pub Date: 7/04/96

GRAPHIC: COLOR PHOTO, Hot feet: "Stars & Bars" from Converse.

LOAD-DATE: July 5, 1996

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BC-SECTIONS-FASHION-Menswim ; See CP Photos CPT162-163; Menswear that's in the swim The Canadian Press (CP) July 15, 1996 Monday

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The Canadian Press (CP)

July 15, 1996 Monday

SECTION: LIFESTYLES

LENGTH: 456 words

HEADLINE: BC-SECTIONS-FASHION-Menswim ; See CP Photos CPT162-163; Menswear that's in the swim

BYLINE: By Francine Parnes

BODY:
For The Associated Press Just like women, men generally want to look fashionable when they hit the beach.

"When you're on the beach and don't have a shirt on, it's a different dynamic than being fully clothed," says Charles Fagan in New York, vice-president and managing director of Polo Ralph Lauren stores.

"Swimwear is just a personal thing for men, like ties. It's an expression of their style, it's hugely personal, it's one area where a guy can really have fun. And it's not an investment purchase."

Fagan adds: "It's not as though people are dictated to about what the swimwear is this season. Consequently, our line is broad in terms of style. And novelty is taking a boxer in patchwork plaid or floral print or awning stripes."

In the spirit of the Summer Olympics, lots of guys are wearing their patriotism on their shorts. "Our best-seller is the American flag stars-and-stripes model," says designer Tommy Hilfiger.

"We did an athletic-inspired International Games collection in red, white and blue, and it's been phenomenal. We thought it would be great for this time of year and for the spirit of the Olympics."

Ralph Lauren and Nike are also true to the red, white and blue. Speedo Authentic Fitness stores offer a swimwear group that's licensed for the Olympics. And **Nautica** has red, white and blue swimwear under the label Team **Nautica** U.S.A.

A top seller at **Nautica** is a surfer style, which lands just above the knee, in navy nylon taffeta, with red-and-white vertical stripes down the right leg and a self-adhesive back pocket.

"A lot of younger guys are really reacting to that longer length," says David Chu, president and head designer for **Nautica,** based in New York. "It's an attitude thing. And it's multipurpose."

Another popular length, Chu says, is volleyball, which hits mid-thigh.

"Men now are not afraid to buy color, and they're buying much brighter colors," Hilfiger says. "We have found that the more colorful the swimsuits are, the better they sell. We stand by my logo colors, which are red, white and blue. And the bright, preppy colors sell very well."

Hilfiger says fashionable can be functional.

"We're using all sorts of functional details, like drainage pockets, so when they fill up with water, they have drainage eyelets," Hilfiger says.

"We also like to put zippers or Velcro closings over the pockets. Men usually like to keep their keys or money in their pockets, and if you swim, you can't just seal them with a button."

In other words, women aren't the only swimsuit shoppers with an agenda. Men are demanding gear that's practical.

"Men want to make sure they have a garment that doubles as a swimsuit and athletic short," says Hilfiger.

LOAD-DATE: October 11, 2002

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Cuthberts boost Brits to victory Providence Journal-Bulletin (Rhode Island) July 18, 1996, Thursday,

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Providence Journal-Bulletin (Rhode Island)

July 18, 1996, Thursday, ALL EDITIONS

SECTION: SPORTS, Pg. 6D

LENGTH: 359 words

HEADLINE: Cuthberts boost Brits to victory

DATELINE: NEWPORT

BODY:
Sally Cuthbert won her fourth gold medal in world youth sailing yesterday and the first place she and her twin sister, Jessie, won in Laser 2 girls competition, enabled their British team to win the coveted **Nautica** Cup for the second straight year in the IYRU O'Neill World Youth Sailing Championships.

The final day of the regatta, run by the New York Yacht Club from its Newport station, Harbourcourt, featured pivotal action for both the boys' and girls' Laser 2 teams on a windward-leeward course north of Gould Island.

The Dutch team gained a lot of ground on the leading British team by winning the Laser 2 boys title. Had the British girls faltered in their Laser 2 race, the Dutch might have picked up enough points to win the team trophy, but the Cuthbert twins were up to the challenge and their victory enabled the British team to finish with a six-point lead over the Dutch.

Sally had won the world girls' doublehanded championship with another partner and she has won two more, sailing with Jessie, who joined herearly last year.

Poland, despite competing in only four events, placed third. Their Mistral boys' sailor, Przemysl Miarczynski won the championship in his class and his teammates placed second, fourth and sixth in the other classes they competed in.

France, paced by Perinne Vancilve's all-winning performance in Mistral girls' competition, placed fourth overall. Vancilve, who didn't have to count a race she didn't win, put the icing on a dominating performance by crossing her whole class on port tack at the start of her final race, then sailed away from them.

The United States, led by Anika Leerssen's dominating performance in winning the Laser girls' title on her home waters of Narragansett Bay, finished eighth in the field of 41 countries, despite having one of the youngest, least experienced teams in the competition.

Leerssen excelled in shifty wind conditions all week, restarting one race Tuesday, then working her way through the fleet for a second-place finish, She didn't have to sail yesterday's race to clinch her championship but did so just for fun and counted it as her throwout.

LOAD-DATE: July 19, 1996

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Going for the GOLD The Denver Post July 19, 1996 Friday

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The Denver Post

July 19, 1996 Friday 2D EDITION

SECTION: LIVING; Pg. E-01

LENGTH: 502 words

HEADLINE: Going for the GOLD

BYLINE: By Francine Parnes, Denver Post Fashion Editor

BODY:
You may not throw javelins or put the shot, compete in the 200-meter run or swim the 800-meter freestyle. But you still have to get dressed in the morning.

With that in mind, designers have turned their eyes toward Atlanta and are churning out summer uniforms that can outfit you from head to toe.

The 17-day world Games start today. The first modern Olympics took place in 1896, which brings us to the 100th anniversary.

But rest assured that our forefathers never witnessed a competition rivaling the current one among manufacturers, who have strategically filled store racks to capacity with Olympic-themed apparel.

The folks at Reebok want you to know that they're outfitting approximately 3,000 athletes who are competing from dozens of nations. And the folks at Eddie Bauer want you to know that they're outfitting NBC sports announcers who are telecasting the games.

If you haven't noticed Olympic-logo'd stuff in the stores, you simply haven't been there. Beyond the usual suspects such as star-spangled T-shirts and baseball caps with Olympic rings, there's enough red, white and blue apparel to blanket our fair land from sea to shining sea. Consider bike shorts, bra tops, boxer shorts, accessories and more, from low-price giants like Kmart and Wal-Mart to fashion names such as Liz Claiborne and Eddie Bauer.

For some, price isn't necessarily an issue. Consider Polo Ralph Lauren's cropped white sweater with American flag, modeled seductively with a teeny bikini bottom on the March cover of Allure.

"At $ 150, it sold out before it even appeared in the stores," says Lisa Herzlich, marketing director for the Cherry Creek shopping center.

But the stars-and-bars fashions aren't limited to women's wear. For kids, the Warner Bros. Studio Store has more than 70 products in its Looney Tunes Olympic Team Collection.

For men, resources such as **Nautica,** Polo Ralph Lauren, Tommy Hilfiger, **Nautica,** Reebok and Champion are running strong. You'll find no shortage of their Americana-inspired swim trunks, shorts, wind breakers and warmup suits.

Speedo, which has a Speedo Authentic Fitness Store in the Cherry Creek mall, is an official swimwear provider for the Olympics. The line includes such items as a women's one-piece suit for $ 60 with stars and stripes. For information, call 1-800-5-SPEEDO.

There's neckwear, too. The Centennial Games collection by Olympics licensee Ralph Marlin includes 20 styles of scarves for women and matching ties for men.

Ralph Marlin neckwear comes with commemorative designs from past Olympics, as well as logos from the Atlanta Games. Olympic images of the flame and rings adorn some ties, and others feature historic posters from Olympics gone by, such as 1920 Antwerp, 1924 Chamonix, 1924 Paris, 1936 Berlin, 1956 Stockholm and 1960 Rome. In silk jacquard or microfiber polyester, the ties run about $ 20 to $ 30, and the scarves retail for approximately $ 40 to $ 50. The merchandise can be ordered directly from the company (1-414-369-8800).

GRAPHIC: PHOTO: The Denver Post/Dave Buresh Fashions

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Big names tap 'bridge' market Rocky Mountain News (Denver, CO) July 25, 1996, Thursday

Copyright 1996 Denver Publishing Company
Rocky Mountain News (Denver, CO)

July 25, 1996, Thursday

SECTION: SPOTLIGHT ON STYLE; Ed. F; Pg. 6D

LENGTH: 914 words

HEADLINE: Big names tap 'bridge' market

BYLINE: Suzanne Brown

BODY:
Bridge players: Designers who once catered to only the wealthiest clients are discovering the lucrative "bridge" market, clothing that is less expensive than true designer sportswear, but pricier than Liz Claiborne.

In the past year, Bill Blass, Isaac Mizrahi and Michael Kors have joined such designers as Donna Karan, Calvin Klein and Ralph Lauren in offering bridge lines.

The newest kid on the block is Oscar de la Renta, whose Oscar collection of career, casual and evening separates hit the sales floor a week ago. Slim pants, skinny polyester turtlenecks and suiting separates have an Audrey Hepburn feel, updated for the 1990s in vivid colors and synthetic fabrics.

The designer is visiting stores around the country to promote the launch and will be at Saks Fifth Avenue at 6 p.m. tonight. Call 393-6333 for reservations to the free event.

Oscar is also being sold at Neiman Marcus, and Dillard's, which opens Aug. 21 at Park Meadows.

New kid in town: When Dillard's opens its first metro area store Aug. 21 in Park Meadows Shopping Center, it will do so with plenty of fashion fanfare. Scheduled to make appearances are shoe designer Donald Pliner, and tie designers Vicky Davis and Martin Wong on Aug. 21, and Joseph Abboud and Andrea Jovine on Aug. 23. Jovine's appearance is in conjunction with a benefit for the American Humane Society. Mossimo will be in the men's department on Aug. 24, and there will be other special men's events that day as well. Carole Little will be coming Aug. 30 for an instore luncheon to benefit Girl Scouts, according to Bev Carpenter, special events director. A number of clothing and accessory trunk shows are also scheduled.

Carpenter says Dillard's is committed to doing charity fashion shows, which should be music to the ears of all those non-profits looking for a little corporate largesse.

Carpenter also says that the company is packing a lot of special features into its Park Meadow location. The cosmetics area is 11,000 square feet, the largest in the Dillard's corporation. Origins has a "store within a store," Lancome features its own shop and Estee Lauder is offering a color bar. Frosted glass chandeliers in the cosmetics department will help put a glow on shoppers' complexions.

Most of the labels being carried in the store's women's clothing departments will be familiar to local shoppers. DKNY, Dana Buchman, Ellen Tracy and Emanuel are key resources. Dillard's also is launching Tommy Hilfiger for women and Polo Jeans.

In the men's sportswear department, complete shops by Polo, Tommy Hilfiger and **Nautica** will be featured. Mossimo, Claiborne and Perry Ellis are other men's lines.

Brand names also figure prominently in the children's department. Look for Ralph Lauren, Polo, Tommy Hilfiger, Guess and Esprit.

Dillard's will be challenging Nordstrom's shoe supremacy with more than 10, 000 square feet devoted to men's, women's and children's footwear.

Quilters: From the first panel sewn a decade ago to remember a person whose life was lost to AIDS, the NAMES Project AIDS Memorial Quilt has grown to include nearly 32,000 sections. Measuring 3 by 6 feet, the panels commemorate the life of people who lost their lives to the disease. Among them are a number of names prominent in the fashion world, including Perry Ellis, Halston, Tina Chow and Willi Smith.

Three sections from the quilt representing Coloradans will be on display at Saks Fifth Avenue in Cherry Creek Shopping Center through Aug. 6. One panel will hang in a window facing First Avenue, and two others will flank the store's elevators. Saks stores across the country are displaying sections of the quilt and are hosting benefits for AIDS charities.

Monday, the Denver store will sponsor a cocktail party and Donna Karan fashion show to benefit Colorado AIDS Project. The event starts at 6 p.m., with a celebrity fashion show to follow at 7:30 p.m. Admission is $ 30. Call 393-6333 for reservations.

Sew fine: Wearble art, heirloom sewing, home decor and new sewing techniques will be among highlights of the Denver Craft and Sewing Festival today through Saturday gather at the Denver Merchandise Mart, 451 E. 58th Ave.

In addition to participating in workshops and seminars, attendees will have the opportunity to work on quilts that will be donated to the Ronald McDonald House each day.

Hours are 5 to 9 p.m. today and 10 a.m. to 5 p.m. on Friday and Saturday. Admission is $ 7 for adults and free for children.

Someone who should consider going to the festival is Allison Hopkins of Westminster. Hopkins was awarded an "abominable mention" in the second annual Worst Quilt in the World Contest run by Ami Simms, a Michigan quiltmaker teacher and author. In her book How Not to Make a Prize-Winning Quilt, Simms confesses to having made every mistake imaginable.

Of the quilt submitted to the contest by Hopkins, Simms commented, "This is one of the sorriest quilts I've ever seen. Not only is the fabric disgusting, but the workmanship is atrocious."

For her efforts, Hopkins won $ 260 in prizes.

Information on next year's contest, and Simms' book, are available by calling 1-800-278-4824 INFOBOX OTHER FASHION EVENTS

Friday: Moschino Cheap & Chic Trunk Show, 10 a.m. to 6 p.m., Neiman Marcus.

Monday: French Rags fall collection showing, through Saturday. Call for appointment. 797-0755.

Tuesday: YSL Encore trunk show, 10 a.m. to 6 p.m., Neiman Marcus.

LOAD-DATE: July 29, 1996

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SAILING NOTES The Capital (Annapolis, MD.) July 25, 1996, Thursday

Copyright 1996 Capital-Gazette Communications, Inc.
The Capital (Annapolis, MD.)

July 25, 1996, Thursday

SECTION: sports; Pg. D6

LENGTH: 372 words

HEADLINE: SAILING NOTES

BODY:
LONE YANK: Anika Leerssen of Newport, R.I. was the lone American winner at the International Yacht Racing Union World Youth Championships. Sailing in her home waters on Narragansett Bay, Leerssen garnerned four firsts and three seconds in 11 races to win going away in the 20-boat girls Laser fleet. Leerssen totalled 23 points, 14 better than second-place finisher Nicole Pellegrin of Canada. Competition wasn't close in four of six classes contested during the 26th annual regatta, which drew 171 national champions from 40 countries.

New Zealander Simon Small rung up seven top-five finishes to post a comfortable 15-point victory in the 37-boat boys Laser class. Portugal's Filipe Silva was second with 57 points. United States entrant Marcel Barra did not have a top-10 finish and placed 13th with 140 points. The domination was even more pronounced in boardsailing where Przemyslaw Miarczynski of Poland and Perinne Vancilve of France thoroughly outclassed the competition. Miarczynski had six firsts and finished no lower than fourth in 11 races. Vancilve won all but one race for a miniscule low score of 10 points, 19 better than Miroslawa Rymko of Poland.

American Doug Stryker was 15th in the 26-boat boys Mistral fleet with 152 points. Cara Reid had three thirds and two fourths to finish sixth in the 13-boat girls Mistral fleet. Jess Cuthbert led from start to finish in the 16-boat girls Laser II fleet, garnering 10 top-five finishes for 23 points. New Zealand's Joanne Knight was second with 38 points, while Margaret Gill of the United States was 13th with 111. The closest competition came in the 22-boat boys Laser II fleet where Mats Hellman of The Netherlands edged Great Britain's Chris Draper by four points.

Draper had a first, second and two thirds in the initial four races to take an early lead. Hellman came on strong in the end, placing in the top five in five of the final six races to total 41 points. Draper fell apart with an eighth and an 11th in the final two races to settle for second with 45 points.

Cuthbert and Draper did score valuable points in helping Great Britian win the **Nautica** Trophy that goes to the nation with the most overall points.

_ Compiled by Bill Wagner

LOAD-DATE: July 26, 1996

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STYLISH TEEN-AGERS WANT TO LOOK GOOD, STAY COOL The Virginian-Pilot (Norfolk, VA) July 26, 1996, Friday,

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The Virginian-Pilot (Norfolk, VA)

July 26, 1996, Friday, FINAL EDITION

SECTION: DAILY BREAK, Pg. E14

LENGTH: 486 words

HEADLINE: STYLISH TEEN-AGERS WANT TO LOOK GOOD, STAY COOL

BYLINE: BY PAMELA SARIAN, HIGH SCHOOL CORRESPONDENT

BODY:

WHAT'S IN STYLE for fashion in the summer of '96?

Most teens want to stay in style, look good and keep cool, and local retailers are seeing shoppers look for outfits to help them do just that.

"The hottest sellers for women are short crop tops that are body fitting and straight or wide legs (pants)," said Scott Hoffman, an employee at County Seat clothing store in Lynnhaven Mall. "And as for shorts, they're shorter with a three-to-five inch inseam."

Unlike past summers when longer shorts were popular, this year many teenagers are going for a shorter look. Also popular are "skorts," which look like a wrap-around skirt from the front but are really shorts.

Amanda Garcia, another employee at County Seat, said: "The shorts now are not too short that it's gross. They're just the right length."

If this is a fashion trend for women, what about the guys?

"They buy wide legs and zipper polo shirts (shirts with zippers the full length of the shirt) along with baggy T-shirts," Hoffman said. "And to keep cooler, they wear the longer shorts that usually stop at the knee."

James Oaks, 17, said many guys are more worried about comfort instead of looks.

"I like to wear Polo shirts with long denim shorts or sometimes baggy T-shirts with khaki pants when it's hot out," said Oaks, of Virginia Beach.

If you want to go more stylish, Janet Headrick, Tidewater group advertising coordinator of Leggett department stores, has the answer.

"The girls like the retro '60s and '70s look with the pastel or bright neon colors," she said.

Loud and bright colors are popular for the retro look, Headrick said, but if you want to be more toned down, wear pales and pastels.

"Also the tops that tie at the waist are one of the best sellers," Headrick said.

You don't have to show a lot of skin to be stylish this summer. To really beat the heat, some ladies like to wear long, sleeveless sundresses, jumpers or rompers.

"Sleeveless shirts and dresses are comfortable and also stylish," Headrick said.

Jeans, as always, are real popular for both guys and girls, especially the wide leg or loose-fit jeans. Calvin Klein, Boss, **Nautica** and Tommy Hilfiger, to name a few, are among the best selling name-brand jeans.

However, some jeans, especially the heavy, baggy styles, can get uncomfortable in the heat, said Lerone Banks, 16.

"But I'll wear them anyway," said Banks, a rising junior at Indian River High School in Chesapeake.

Of course, keeping in style can take a lot of money. The average cost of an outfit - shirt and pants - can range between $ 45 and $ 75.

Also, these sporty, shorter styles may work for the summer, but they'll have to stay in the closet when school opens. Many school districts ban short skirts, halter and off-the-shoulder tops or shirts that expose the midriff.

So have fun - and be stylish - while you can.

GRAPHIC: Pamela Sarian

LOAD-DATE: July 27, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Monday, June 19, 2006 - 11:47 AM EDT

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A RAINBOW REVOLUTION / IF NOTHING ELSE, MEN'S CLOTHES FOR NEXT SPRING WILL BE COLORFUL
Newsday (New York) July 29, 1996, Monday,

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Newsday

Newsday (New York)

July 29, 1996, Monday, ALL EDITIONS

SECTION: PART II; Page B03

LENGTH: 902 words

HEADLINE: A RAINBOW REVOLUTION / IF NOTHING ELSE, MEN'S CLOTHES FOR NEXT SPRING WILL BE COLORFUL

BYLINE: By Dan Feinstein. Dan Feinstein writes frequently about fashion and design for Newsday.

BODY:
FASHION DESIGNERS have very short attention spans. For the fall lines now arriving in stores, they heralded the return of the suit and the new formality. But when New York's design leaders introduced their spring '97 collections last week, the runways sometimes seemed like a long, thin line of skinny guys in shrunken, shiny shirts and scrawny stretch pants.

It was a hard-to-miss message about fashion's current move toward ever-leaner silhouettes. But beyond the great shirt squeeze - and the touches of bad taste that went with it - last week's real message was about cheerful, colorful clothes and a light-hearted approach to dressing. As seen on the runways, menswear is dressing up, stepping out and, most of all, having fun.

Gene Meyer's show made that clear. In one of the week's highlights, this young designer left his audience smiling - and cheering - with his Technicolor take on country-club style. He showed bright fitted knit shirts with punchy print ties, pastel polos cut from cuddly terrycloth, a pink shantung silk blazer with apple-green shirt, mint pants and a silver tie. Some combinations were strident - a mango iridescent knit with plaid stretch jeans - while others were subtle, as in dark suits accessorized with rich blue shirts and contrasting satin ties. As in a number of other collections, Meyer made a case for cabana-set beachwear; he was, however, the only designer to give Woolworth's a program credit for rubber flip-flop footwear.

While Meyer may appeal most to fashion-forward customers, spring's rainbow revolution was also evident in more mainstream collections. Mondo di Marco showed outerwear in unusual tones - for instance, a nylon bomber jacket in tangerine - and sophisticated color combinations in accessories. Worn in place of shirts, Mondo's geometric fitted knits had a distinct Italian accent, and the company also presented good examples of spring's black and white sportswear story.

Strong entries at **Nautica** included classic summer suitings in fresh colors, such as a poplin three-button suit in cocoa instead of the expected tan, or seersucker sport coats in cherry red or pink. In another frequently seen trend, **Nautica** designer David Chu enhanced the comfort of tailored clothing with new

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Men get into swim of things Calgary Herald (Alberta, Canada) July 30, 1996, Tuesday, FINAL EDITION

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Calgary Herald (Alberta, Canada)

July 30, 1996, Tuesday, FINAL EDITION

SECTION: FASHION; Pg. B6

LENGTH: 454 words

HEADLINE: Men get into swim of things

BYLINE: FRANCINE PARNES, ASSOCIATED PRESS

BODY:
Just like women, men generally want to look fashionable when they hit the beach.

"When you're on the beach and don't have a shirt on, it's a different dynamic than being fully clothed," says Charles Fagan in New York, vice-president and managing director of Polo Ralph Lauren stores.

"Swimwear is just a personal thing for men, like ties. It's an expression of their style, it's hugely personal, it's one area where a guy can really have fun. And it's not an investment purchase."

Fagan adds: "It's not as though people are dictated to about what the swimwear is this season. Consequently, our line is broad in terms of style. And novelty is taking a boxer in patchwork plaid or floral print or awning stripes."

In the spirit of the Summer Olympics, lots of Americans are wearing their patriotism on their shorts. "Our best-seller is the American flag stars-and-stripes model," says designer Tommy Hilfiger. "We did an athletic-inspired International Games collection in red, white and blue, and it's been phenomenal. We thought it would be great for this time of year and for the spirit of the Olympics."

Ralph Lauren and Nike are also true to the red, white and blue. Speedo Authentic Fitness stores offer a swimwear group that's licensed for the Olympics. And **Nautica** has red, white and blue swimwear under the label Team **Nautica** U.S.A.

A top seller at **Nautica** is a surfer style, which lands just above the knee, in navy nylon taffeta, with red-and-white vertical stripes down the right leg and a self-adhesive back pocket.

"A lot of younger guys are really reacting to that longer length," says David Chu, president and head designer for **Nautica,** based in New York.

"It's an attitude thing," he adds. "And it's multipurpose."

Another popular length, Chu says, is volleyball, which hits mid-thigh.

"Men now are not afraid to buy color, and they're buying much brighter colors," Hilfiger says.

"We have found that the more colorful the swimsuits are, the better they sell. We stand by my logo colors, which are red, white and blue. And the bright, preppy colors sell very well."

Hilfiger says fashionable can be functional.

"We're using all sorts of functional details, like drainage pockets, so when they fill up with water, they have drainage eyelets," Hilfiger says.

"We also like to put zippers or Velcro closings over the pockets. Men usually like to keep their keys or money in their pockets, and if you swim, you can't just seal them with a button."

In other words, women aren't the only swimsuit shoppers with an agenda. Men are demanding gear that's practical. "Men want to make sure they have a garment that doubles as a swimsuit and athletic short," says Hilfiger.

LOAD-DATE: July 31, 1996

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Monday, June 19, 2006 - 11:25 AM EDT

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Merchants at The Pier hope to lure shoppers with sales St. Petersburg Times (Florida) August 7, 1996, Wednesday

Copyright 1996 Times Publishing Company
St. Petersburg Times (Florida)

August 7, 1996, Wednesday

SECTION: NEIGHBORHOOD TIMES; Pg. 11

LENGTH: 755 words

HEADLINE: Merchants at The Pier hope to lure shoppers with sales

BYLINE: JANIS D. FROELICH

BODY:

MICKEY MERCHANDISE: Merchant after merchant at the inverted pyramid downtown, known as The Pier, says that sales aren't common there because the shops keep their prices low. Tourist gouging doesn't seem evident. And there are some bargains to be bagged, like at MJ Toons, a store that carries clothes and whatnots to amuse. Manager Donna Cummings has a wall display of Mickey Mouse and T-shirts with his friends at $ 8.95 each. She also has a 50 percent off sale section, where a kid can find Batman figures regularly priced at $ 2.95 and Pocahontas cups for $ 4.95. Other Mickey & co. products include a rain poncho with hood for $ 5.95 and the famous Mouse logo men's briefs ($ 6.95) and boxers ($ 12.95).

MJ Toons, The Pier, 800 2nd Avenue NE, St. Petersburg, 895-3191.

SMELL SWELL FOR LESS: Applewood Cottage is one of those shops that is worth a long lingering whiff. That's not surprising, because this Pier business sells soaps and candles. Save more than a few cents on these 50 percent off items: lilac scented candles with pressed flowers, regularly $ 11.95, iris soap dishes, normally $ 6.99, English bath salts, priced at $ 11.95, and spa bath crystals with mitt at $ 9.99.

Applewood Cottage, The Pier, 800 2nd Avenue NE, St. Petersburg, 895-2433.

LABEL THEM RUGGED: The Rusty Anchor Outfitters carries classy, yet hearty, clothes for men, plus a few accessories and gifts, like Brighton leather purses with silver accents (priced from $ 170 to $ 195). Co-owner Julie Broaderick said her top three brands for men are **Nautica,** jackets at $ 135 and swimsuits from $ 37 to $ 45; Woolrich, three styles of shorts from $ 25 to $ 29.50; and Picante handwoven shirts, priced at $ 48 for short sleeves and $ 52 for long sleeves.

The Rusty Anchor Outfitters, The Pier, 800 2nd Avenue NE, St. Petersburg, 822-9505.

BETTY BOOP BARGAINS: Betty Boop merchandise is front and center at Americana, a funky shop that has trade name items. A Betty Boop T-shirt is marked down from $ 16.95 to $ 10.95, and a Betty mug is only $ 6.95. Among the other fun gifts are pill box pocket tins in nostalgic designs, like a Singer sewing machine for $ 2.25, Coca Cola coasters for $ 2.95 and a canvas bingo tote for $ 9.95.

Americana, The Pier, 800 2nd Avenue NE, St. Petersburg, 821-5866.

GIFTS GALORE: Country Goose co-owner Bob Addoms said he has 300 square feet of everything at his Pier gifts and collectibles shop. This is true, like a 50 percent off bottom shelf, where a shopper will find a

Christmas wall hanging, regularly $ 19.95. A tree ornament of a golfing bear is $ 8.95. Assorted cookbooks are $ 3.50 and a novel birthstone stuffed bear is $ 6.95. Speaking of bears, the Country Goose is the city's only carrier of the Ru Ru collection by St. Petersburg's Ru Lyons. She has designed a modestly priced wedding couple, small groom and bride bears at $ 9.95 each or medium size at $ 16.95 each.

Country Goose, The Pier, 800 2nd Avenue NE, St. Petersburg, 822-2828.

LET IT RAIN: Even shop staffer Mary Jane Strobel said the Rain Forest is overwhelming in content with barely a spare spot. And this makes it a challenge for the fussy shopper, like deciding on one of the many pieces in the Chokin Art Collection of 24-karat gold rimmed boxes, plates and vases in a wide variety of sizes. There are prices like $ 14.95 for a decorative keepsake box and $ 25.95 for a plate. There are wind chimes at the Rain Forest, including a silver set of chimes by Largo artist J.W. Stannard for $ 82.95. And loads of John Perry sculptures (resembling driftwood and assorted sea creatures) begin at $ 9.95 up.

Rain Forest, The Pier, 800 2nd Avenue NE, St. Petersburg, 821-1434.

The Pier is at the end of 2nd Avenue NE. From I-275, take exit 10 (The Pier) to Beach Drive. Turn south to 2nd Avenue NE.

Hours for the shops are 10 a.m. to 9 p.m. Mon.-Thurs., 10 a.m. to 10 p.m. Fri. and Sat. and 11 a.m. to 7 p.m. Sundays.

There is some free parking on the street. Parking in lots is $ 2 Mondays-Fridays and $ 3 Saturdays and Sundays. Valet parking is available for $ 5. For more information on The Pier, call 821-6164.

- Times correspondent Janis Froelich traverses the city looking for sales, bargains and the very best deals for the shopper. Please send suggestions to Best Buys and Bargains, c/o Neighborhood Times, P.O. Box 1121, St. Petersburg FL 33731

GRAPHIC: COLOR DRAWING, EARL TOWERY; A man looks at a lilac candle on sale for 50 percent off.

LOAD-DATE: August 7, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 11:20 AM EDT

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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MEN'S FASHION TREND IS FIT TO BE TRIED IF YOU'RE DRAWN TO LINES THAT ARE LEANLiving Smart Fashion The Oregonian (Portland, Oregon) August 7, 1996 Wednesday

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The Oregonian (Portland, Oregon)

August 7, 1996 Wednesday
SUNRISE Edition

SECTION: LIVING; Pg. E07

LENGTH: 609 words

HEADLINE: MEN'S FASHION TREND IS FIT TO BE TRIED IF YOU'RE DRAWN TO LINES THAT ARE LEANLiving Smart Fashion

BYLINE: The Associated Press

BODY:

Wednesday, August 7, 1996 MEN'S FASHION TREND IS FIT TO BE TRIED IF YOU'RE DRAWN TO LINES THAT ARE LEAN

Living Smart Fashion

Men's fashion may be returning to the flamboyance of decades past but with a new emphasis on fit.

The reincarnation of some of the old styles is part of fashion's cyclical swings, Woody Hockswender wrote in an article in the current issue of Esquire, as designers display an infatuation with things of the '60s and '70s.

But this time around, the fit is all. In the recent past, cutting-edge fashion for men usually meant dispensing with strict tailoring and going for looser, unreconstructed garments. The newest fashions, however, do not come at the expense of tailoring -- in fact, rigorous tailoring is the inspiration. HOURGLASS SHAPES: Last year, Ralph Lauren introduced Purple Label, a collection of suits hand-tailored in England and molded into an hourglass. The superb materials and imposing shapes set a new standard for boardroom glamour. Lauren has now supplemented this look with a new group, called Blue Label, consisting of even sleeker suits -- a fly-front single-breasted, a one-button double-breasted -- mostly in black, worn with solid ties and white shirts. SWIM TO BE FIT: Calvin Klein calls his newest tailored clothes ``natural tapered,'' which means the armholes are higher and smaller, the sleeves and trousers slimmer, the shoulders more ample. He wants to give the illusion that a man ``has the body of a swimmer.'' You may need to swim a few laps to look right in these hand-tailored, fully canvased suits. WESTERN SPIRIT: The trend toward strict, lean shapes also has paralleled the rise of Richard Tyler, who once made a living dressing rock stars, to the top shelf of American design. His fall collection was full of amazingly cut pieces; a trim cordovan-leather shirt, a cashmere coat with curved cowboy pockets -- all with a Western spirit.

His suits are cut close to the body with boot-cut trousers, based on the '70s shape but thin through the leg. SHRINK WRAP: Signaling the new emphasis on fit, Donna Karan opened her fall '96 men's show with a

white stretch dress shirt, practically glued to the model's body. A '70s-style fitted knit-shirt by Gene Meyer reinforced that view. FIT FITS: Young designers such as John Bartlett, Meyer, Matthew Batanian and the team of Richard Edwards are among those who have made fit -- especially the fitted shirt -- a hallmark of current men's fashion.

ECLECTIC LOOKS: The fashions of Tommy Hilfiger synthesize all the crosscurrents in menswear, from mod to rap, preppy to performance sportswear, to create an accurate picture of the eclectic way men dress today.

ACTIVEWEAR: Another collection emblematic of the '90s approach is **Nautica** by David Chu, which mixes hip, young, tailored clothing and what is known in the trade as ``activewear'' -- nylon parkas, zippered sweaters, ski pants and hiking shoes.

RETURN OF FUR: Fur and fur trim are reappearing in men's outerwear -- part of the '70s revival and the move toward raffish elegance in fashion. The coats are a far cry from Joe Namath's late-'60s maximink -- most of the new-style furs are faux. But they do suggest a kind of opulence -- including Batanian's Persian-lamb textured boiled-wool coat, Richard Tyler's furlike pony-skin jacket with sharp shoulders, Joseph Abboud's overcoat with sheared beaver collar and Joop's plush, wide-lapeled faux-fur coat.

The fall 1996 collections of New York designers make one feel we are entering a new era of masculine elegance, transmuted by the comfort of synthetics and the raffishness of rock 'n' roll.

ILLUSTRATION: Photos

LOAD-DATE: April 6, 2006

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Monday, June 19, 2006 - 11:19 AM EDT

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THE LATEST IN CRUISE WEAR;MENSWEAR'S MISSION? V NECKS AND SLIM LINES. ENTERTAINMENT WEEKLY August 16, 1996

Copyright 1996 Time Inc.
ENTERTAINMENT WEEKLY

August 16, 1996

SECTION: NEWS & NOTES/STYLE; Pg. 18

LENGTH: 270 words

HEADLINE: THE LATEST IN CRUISE WEAR;
MENSWEAR'S MISSION? V NECKS AND SLIM LINES.

BYLINE: DEGEN PENER, EDITED BY MAGGIE MURPHY

BODY:
Whatever Tom Cruise's Mission: Impossible may have lacked in substance, it's making up for in style. Cruise's fashion statement from the film--in which he paired sleekly fitted jackets with clinging V necks--was spied all over the runways at the spring 1997 men's shows, which just concluded in New York. "That simple, pared-down silhouette peaked during the current collections," says David Bradshaw, fashion director of the British magazine Arena and a stylist on Mission.

The key element to Cruise's new look, which he wore to this year's Oscars, is the V-necked shirt. But not just any old V neck. "The V is very high," says Bradshaw. "It's sharper and cleaner than a low V neck, which can show too much chest and look a little too gigolo."

What else descended on the runways? Top trends included taxicab yellow ties and shirts under gray suits, Woolworth flip-flops, bright shiny short-sleeve dress shirts (by designer Gene Meyer) shown with short ties, boot-cut pants, and **Nautica's** Gilligan-style fishing hats. But in all instances, everything was tight, tighter, and tightest. "Even the street [clothes] are less baggy. You're seeing the V necks and slim-fit polo shirts there, too," says Maximilian Gross, copresident of the clothing company 2Bl, whose shirts are worn by Prakazrel Michel and Wyclef Jean of Fugees.

Even the Stiller family is picking up on the style. At the Hugo Boss show, Ben Stiller sported the new V neck. And his dad, Seinfeld's Jerry Stiller, is veering in the same direction. "As Frank Costanza," he says, "it would give me the opportunity to get out of a leisure suit."

GRAPHIC: COLOR PHOTO: STEVE GRANITZ/RETNA, TOEING THE NECKLINE: Tom leads the V-for-all (1); models du jour Jason Lewis (2, in Tommy Hilfiger) and Alex Lundqvist (3, in Nicole Farhi); short ties and fishing caps catch on (4, 5); Stiller with dad and mom Anne Meara (6) 1[Tom Cruise]; COLOR PHOTO: JOE MAJOR, [See caption above] 2[Jason Lewis]; COLOR PHOTO: JOE MAJOR, [See caption above] 3[Alex Lundqvist]; COLOR PHOTO: PATRICK MCMULLAN/LFI, [See caption above] 4[Male fashion model wearing short tie]; COLOR PHOTO: PATRICK MCMULLAN/LFI, [See caption above] 5[Six male fashion models wearing fishing hats]; COLOR PHOTO: Barry Talesnick/Retna [See caption above] 6[Jerry Stiller, Ben Stiller, and Anne Meara]

LOAD-DATE: August 12, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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DIXIE STYLE;BLASTS FROM THE PAST;Students revert to '70s with lace-up T-shirts, hip-hugging jeans as they head back to classrooms The Atlanta Journal and Constitution August 18, 1996, Sunday,

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The Atlanta Journal and Constitution

August 18, 1996, Sunday, ALL EDITIONS

SECTION: DIXIE LIVING; Pg. 08M

LENGTH: 265 words

HEADLINE: DIXIE STYLE;
BLASTS FROM THE PAST;
Students revert to '70s with lace-up T-shirts, hip-hugging jeans as they head back to classrooms

BYLINE: Marylin Johnson; STAFF WRITER

BODY:

The Brady Bunch would fit right in.

From hip-huggers and polyester to lace-up shirts and corduroy, kids trudging back to school are bound to wear '70s-inspired clothes.

"Fashions tend to run in a 20-year cycle," says Maureen Wright, spokeswoman for Mervyn's California stores. "It's time for this decade to be hot again for kids."

To do it right, teenage girls go for hipster jeans ---sandblasted and flared at the bottom ---or polyester flares in black and plaids. When it comes to toppers, think shape, stretch and shine. Hits include knit T-shirts with lace-up treatments or zippers; mock turtlenecks in stripes and flower-power prints also come out on top.

Corduroy, that all-time school classic, looks retro when cut into trousers, jumpers and skirts. Look for A-line minis and sheath dresses in everything from polyester to plastic to an array of plaids. Retro colors range from brown, in all shades, to lime and kiwi greens, black and the combo of red-black-and-white.

Guys also do their '70s thing in corduroys and jeans with slightly flared bottoms. These are topped with plaid shirts, striped Ts and the wide-collar, diamond-trimmed Kramer shirt, named after the "Seinfeld" character in the TV sitcom who loves vintage fashion.

Tykes in grade school love to follow the lead of their elders and will don '70s styles as well. Other popular looks with this set: plaid minis; vests; zip-front jackets, often in black; twin sets; corduroy and denim overalls; denim pants decorated with patch pockets, zippers and rivets; anything from Tommy Hilfiger and **Nautica.**

GRAPHIC: Color photo: Jet Set's corduroy jumpers are classic classroom looks and are $ 20. Pair them with a striped T-shirt (about $ 18).
Color photo: From the left, a lace-up shirt ($ 16) tops flare-leg hipster jeans ($ 38); center, a striped v-neck top tucks neatly into belted

carpenter pants ($ 38), and right, a floral print blooms brightly on a T-shirt ($ 28) paired with low-rise jeans.
Color photo: Zip a vest (left, $ 11.99) over a blouse ($ 10.99) and pleated plaid mini ($ 13.99). Right, top a knit blouse ($ 11) and kilt ($ 16) with a patchwork-and-blanket-stitched vest ($ 14). At JCPenney stores.
Color photo: Retro is cool with these "Kramer" shirts (about $ 16.99) and corduroy shorts (about $ 13.99).

LOAD-DATE: August 20, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 11:16 AM EDT

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Patterns The New York Times August 20, 1996, Tuesday, Late Edition - Final

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The New York Times

August 20, 1996, Tuesday, Late Edition - Final

SECTION: Section B; Page 7; Column 1; Style Desk; Fashion Page

LENGTH: 686 words

HEADLINE: Patterns

BYLINE: By Constance C. R. White

BODY:

Casual Corner Branches Out

Casual Corner, which last year began a turnaround to revive its floundering business, plans to open the first of two superstores today, housing its three collections -- Casual Corner; August Max, for large sizes, and Petite Sophisticates. The first store opens in Houston; a second is to open on Aug. 29 in Austin, Tex.

In what may provide some long- overdue competition for Victoria's Secret, this fall, Casual Corner stores nationwide will introduce Casual Corner Tres, a line of lingerie, swimwear and sleepwear made in Italy.

Casual Corner was once home to sleepy, inexpensive career clothes. It is now taking to malls sophisticated, versatile designs at moderate prices, much as Tommy Hilfiger, **Nautica** and Lauren by Ralph Lauren are doing in department stores.

"It will be a total women's store," said Mara Urshel, the president of brand development at Casual Corner Group Inc., based in Enfield, Conn. "Intimate apparel is also a logical step for a women's store." Casual Corner will remain career-oriented.

Ms. Urshel maintains that many women buy clothing in more than one size category. The superstores will enable women to shop in petite, regular and large sizes. "We found there's a lot of cross-shopping between customers," she said.

A Spa for Bergdorf

With Frederic Fekkai out of the picture, the way is clear for Susan Ciminelli to open her day spa in Bergdorf Goodman this fall.

Mr. Fekkai, who ran a hair salon at Bergdorf, has moved on to Chanel. His Bergdorf agreement had blocked Ms. Ciminelli from opening a spa on the premises, although the store carries her treatment products.

In March, Ms. Ciminelli closed her spa at 601 Madison Avenue (57th Street), which was popular with top models, as well as with Dawn Mello, Bergdorf's president, who brought her to the store. (In September, a

four-story Emporio shop will open at the old Ciminelli site.)

Ms. Ciminelli has converted what was a temporary summer business in the Hamptons into a year-round salon in Easthampton, L.I. Her agreement with Bergdorf prevents her from opening any more salons within a 75-mile radius of the store.

Ms. Ciminelli tried a partnership with a retailer once before. She was to operate the spa in Barneys New York's Madison Avenue store when it opened in 1993, but the negotiations fell apart.

At Bergdorf, her spa -- for women and men -- will be part of the store's new penthouse beauty-treatment area and will adjoin the new John Barrett hair salon.

Mr. Barrett, who was the resident hair stylist on the television show "Friends," created the widely copied coif for the actress Jennifer Aniston.

Showcasing Black Talent

There are plenty of source books floating around, should one need a photographer, stylist, designer or makeup artist. The newest venture in this area showcases the work of African-Americans exclusively.

"Boom Collective," a glossy black-and-white directory of photographs, presents more than 50 largely fledgling creators. The participants paid to be listed. Most of the better-known black makeup artists, stylists and designers are absent.

Still, "Boom Collective" could be valuable. Among those mentioned are Edward Wilkerson, a former designer for Donna Karan and a nascent photographer; Lloyd Boston, a graphic designer for Tommy Hilfiger; Quietfire, a makeup artist who has worked with Whitney Houston; Karen Pugh, a photographer, illustrator and former accessories designer for Ralph Lauren, and Coreen Simpson, a jewelry designer.

"Boom Collective" is published by Boss Publication of Manhattan. It also produces New Word, a magazine on black pop culture and style. Garrett Fortner, the company's owner, said the directory's goal is to expose more of the work produced by blacks to decision makers in film, music, advertising and fashion.

"African-Americans have a hard time breaking into the industry, simply because people can't see what they do," he said. "It was important that the directory be visual."

"Boom Collective," which will be published annually, costs $20 and will be sold by mail and in bookstores.

LOAD-DATE: August 20, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 11:15 AM EDT

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Nautica Woman to Set Sail Women's Wear Daily August 23, 1996

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Women's Wear Daily

August 23, 1996

SECTION: Pg. 4; ISSN: 0149-5380

IAC-ACC-NO: 6382592

LENGTH: 1297 words

HEADLINE: Nautica Woman to Set Sail

THIS IS THE FULL TEXT

BODY:
NEW YORK - **Nautica's** beauty division has weathered some choppy seas in its four years, but David Chu, president, chief executive officer and designer of **Nautica** International Inc., said the tide is turning.

He has been working since March with fragrance marketer and manufacturer Paul Sebastian to get the licensed category shipshape.

In late January, the company will launch its first women's scent, **Nautica** Woman. It will be followed two months later by a second men's entry.

A slew of other licensed business opportunities - from furniture and bed linens to women's shoes, watches, sunglasses, swimwear and hosiery - is also on the board for next year.

Chu said the women's scent will be heavily cross-merchandised with his new women's sportswear line; the first collection made its department store debut earlier this week.

With fragrance a key anchor, Chu is charting **Nautica's** course towardbecoming an enduring master brand.

Nautica Woman, rolling out to 1,400 doors, is expected to generate $ 20 million at retail its first year, according to Paul Sebastian president and ceo Alan Greco.

It was developed by an international team at Creations Aromatiques, the housethat concocted the first **Nautica** fragrance.

The new scent features fruity top notes of mandarin, bergamot and grapefruit. Middle notes are a melange of muguet, rose and green accords. The dry-down is a blend of sandalwood, amber and musk.

Items include a 0.5-oz. perfume for $125 retail, a 3.4-oz. eau de toilette for $ 48 and a 1.7-oz. eau de toilette for $ 35.

Like the men's sail craft-inspired bottle, the women's frosted glass design features a soft curve.

'It conveys a feeling of movement,' Chu said, 'but is softer and more feminine.'

Chu said he is targeting 22-to-45-year-old 'modern women who appreciate classicideas - intellectual types.'

At launch time, the company also will unveil the **Nautica** Woman scented bath and body collection created by Collaborative Laboratories in conjunction with Paul Sebastian perfumerRichard Lonewski and consultant Betsey Forsythe Schmaltz.

'It's about the **Nautica** experience,' Greco said. 'The momentum is strong for us.'

Offerings include a 4.5-oz. skin smoother at $ 30 retail, a 6.6-oz.lotion spray for $ 25, a 6.6-oz. shower conditioner for $ 20, a 4.5-oz. cool mist for $ 16.50 and a 5-oz. bath bar for $ 12.50.

While advertising plans are still being worked out, Greco said **Nautica** Woman wouldbe supported initially by a $ 6 million campaign. It will involve outdoor and print advertising in lifestyle and fashion books, as well asspecial-interest publications. Chu and Greco have not yet settled the question of television advertising.

Greco said there will be separate ad budgets for the two men's scents.

'Each will have their own push,' he said.

While **Nautica** Woman is not scheduled to arrive on counters until the third week of January, consumers will be able to sample it as early as November. Men's holiday gift sets will contain 0.3-oz.sample vials of the fragrance.

Greco plans to follow them in Januarywith 15 million scented store remits. Five million postcards affixedwith Scent Seals will go out via direct mail. And, 250,000 key shoppers will receive 0.25-oz. miniature bottles by mail.

Paul Sebastian executives are also devising ways to get the men's and the women's scents into the hands of college students.

In addition to plans for distribution to most of the doors that now carry the men's scent, NauticaWoman will be merchandised in the 150 doors that received the women's ready-to-wear collection this week.

These stores - including Bloomingdale's; Lord & Taylor; Saks Fifth Avenue; Macy's East and West; Nordstrom; Dayton's, Hudson's and Marshall Field's, and Dillard's - feature new **Nautica** women's shops averaging 1,000 square feet.

By the collection's second major season, spring 1997, the number of women's shops should climb to 250, Chu said.

The men's sportswear line is in 1,200 doors, including some 850 in-store shops, he said. **Nautica** also owns and operates two U.S. stores here and in Newport Beach, Calif., and has 62 retail stores abroad.

While details about the second men's scent are still under wraps, Greco said it would be 'sports-oriented' and should rack up $ 15 million at retail its first year.

The originalNautica men's scent is on track to bring in $ 40 million at retail this year, he said, adding that he hopes to take it to the number-four spot next year from the ninth, 10th and 11th positions it now occupies in most of its doors.

'We're coming at 1997 like a steam-roller,' Greco said. 'We're looking to make waves.'

Key doors for the men's fragrance include Macy's East and West, Dayton's, Hudson's, Rich's, Hecht's, Dillard's, Famous Barr, Filene's, Kaufman's, Belk's, Foley's andRobinson's May.

Nautica's men's fragrance was launched by Revlon in April 1992, which sold it, along with its entire roster of designer fragrances, in December of that year to Halston Borghese. Paul Sebastian bought the license in March and spent the first several months cleaning up its distribution.

'We had to let retailers know that we wereserious,' Greco said. 'We signed a new deal for Canada distribution with Summit Cosmetics of Toronto in July. We had to be careful so thegoods don't come back to the U.S. in the gray market.'

In September,the company will add **Nautica**-scented men's toiletries to the mix. Products will include a 4-oz. after-shave balm for $ 25 at retail, two items at $ 14.50 each: a 5-oz. shave cream and a 6-oz. shower gel, and a 4-oz. talc for $ 14.

'It was frustrating to work with Halston Borghese,' Chu said. 'They didn't push us like this. It is so important to have the right partnership.'

Barbara Zinn Moore, senior vice president of cosmetics and fragrances at Macy's East, said the fragrance franchise has a strong chance for success.

'**Nautica** is a great brand withhuge untapped opportunities,' Moore said. 'The men's fragrance has been able to maintain volume despite all the changing of hands. Somehow, the name has been able to rise above that. It posted one of our biggest increases for spring.

'I thought **Nautica** Woman looked good,' she continued. 'I like the juice, and the packaging is clean and pretty, not gimmicky. I think people will respond to that. Moreover, newness is selling and solid brand names are selling. **Nautica** Woman has both. And that's a strong marriage. It will be a major player. It could be a top 10. January is a good time to launch, too, because of pre-Valentine's Day business. It's when we introduced Polo Sport Woman. It's great to start the year off with a bang.'

A graduate of the FashionInstitute of Technology here, Chu founded the company in 1983 on thepremise that fashion can be highly functional. His first line consisted only of six men's outerwear pieces, but it has evolved into a full-blown collection of three components: **Nautica** sportswear, tailored clothing and **Nautica** Competition, technical sportswear in performancefabrics.

In 1984, **Nautica** was acquired by State-O-Maine Inc., a public apparel company that changed its name to **Nautica** Enterprises in July 1993.

In its fiscal year ended Feb. 24, **Nautica's** earnings climbed33.4 percent to $ 31.9 million, or $ 1.50, from $ 23.9 million, or $ 1.15. Sales increased 22.2 percent to $ 302.5 million from $ 247.6 million.

Industry sources estimate **Nautica's** apparel business will do $ 350 million at wholesale this year. Its 23 international licenses should generate an additional $ 200 million at wholesale this year, the sources said.

They range from small leather goods to hats, neckwear, children's wear - and even a **Nautica** edition of a Lincoln-Mercury Villager minivan: 'We sell about 10,000 of them a year,' Chu said.

- Kim-Van Dang

IAC-CREATE-DATE: September 3, 1996

LOAD-DATE: February 27, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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THE GARB THAT MAKES THE GRADE< THE AVERAGE HOUSEHOLD WILL $380 ON BACK-TO-SCHOOL< MERCHANDISE THIS FALL, ACCORDING TO ONE SURVEY. The Philadelphia Inquirer AUGUST 25, 1996 Sunday D EDITION

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The Philadelphia Inquirer

Found on Philly.com

The Philadelphia Inquirer

AUGUST 25, 1996 Sunday D EDITION

SECTION: FEATURES LIFESTYLE; Pg. G01

LENGTH: 851 words

HEADLINE: THE GARB THAT MAKES THE GRADE< THE AVERAGE HOUSEHOLD WILL $380 ON BACK-TO-SCHOOL< MERCHANDISE THIS FALL, ACCORDING TO ONE SURVEY.

BYLINE: Denise Cowie, INQUIRER STAFF WRITER

BODY:
If your children aren't wearing official uniforms back to school after Labor Day, chances are they'll be garbed in that other uniform.

Denim, of course.

But if your sense of deja vu is even stronger than usual, it may be because many of the styles you're seeing on the racks look as though they came straight from the '70s - or even the '50s, for flat-front chinos and shirt jackets.

Among the retro looks: tight-fitting poor-boy sweaters, hip-hugging flared-leg pants, floral prints (computer-generated this time around, and often in colors nature never intended), double-knits, retro-striped sweaters with neck or full-front zippers, and polyester, lots of it, in skirts, dresses and palazzo pants, from such labels as Byer and Rampage. (Don't worry, Mom, this polyester is way different from what you remember, and it has great novelty appeal for today's kids.)

Not every look is retooled '70s, though. Other trends that make the cut from grade school through high school include wide-wale corduroy, thick and plush, in pants, jumpers and overalls; plaids and bold checks in everything from scooter skirts to workshirts, which occasionally have hoods; slinky dresses; mock turtlenecks; fleece and quilted outerwear; ski-look sweaters and shirts; fabrics that shine; varsity sweaters, and team sports merchandise (remember, the Eagles revamped their uniforms this summer). The major-league trim is the zipper. Big, shiny, and intended to be seen, zippers are everywhere, often with showy ringtabs.

Among small fry, Kamikaze Kids reports, sherpa and polarfleece are a huge hit for outerwear, and the Children's Place decrees the colors of fall as crayon brights - royal blue, kelly green, blazing orange and schoolhouse red - used singly or in combination, with heather gray and black to tie it all together. Strawbridge's is selling lots of necklace tops from Sweet Soda - shirts that come with their own jewelry.

Shoes? Retro clunky and lace-up Oxfords make an appearance, and sneakers and lug soles are all over, as always.

"Lug soles are popular just about across the board, even Mary Janes with a lug sole," says Carmen Aseron, fashion director for Nordstrom in King of Prussia.

As for denim, "kids love it, and so do moms," says Aseron. "Denim is very generous in size, baggy and comfortable, whether it's an overall or carpenter jeans."

Wide-leg jeans, especially, seem sure to succeed. Unlike bell-bottoms, wide-leg pants have a uniformly full leg through the thigh, knee and ankle, which makes for a more drapey look than your old baggy jeans.

"We expect wide-leg styles to be a huge hit for fall across the board," says Lee Jeans executive Gordon Harton. "It's not often that we see a trend encompass men's, misses', juniors' and kids' products."

You'll also find denim in jackets, wrap dresses, granny dresses, miniskirts, skorts, jumpers, overalls, coveralls, shortalls and vests, plus the inevitable jeans - standard five-pocket jeans, wide-leg jeans, carpenter jeans, flares, and colored denim. You name it - if it's denim, it probably makes the grade.

Still, not all denim is created equal in the minds of the logo-conscious crowd.

At Strawbridge's, the hot labels for teens and grade-schoolers include Calvin Klein, Levi's, **Nautica,** Tommy Hilfiger, Ralph Lauren and Nike. Macy's and Nordstrom echo the popularity of designer names - and Macy's gives Guess?, Esprit, Oshkosh and Mickey & Co. an A-plus for appeal, also.

The American Express Retail Index, which monitors consumers' retail spending trends through nationwide surveys, shows that high-schoolers are the most brand-conscious, but elementary-school students have strong preferences, too. Levi's and Nike top the national list, followed by the Gap, Reebok and Guess?, plus designers Hilfiger, CK and Polo/Ralph Lauren.

High-status labels, though, often have higher price tags, which can mean problems for budget-conscious parents.

The average household, according to an Opinion Research Corp. survey for Marshall's, will spend $380 on back-to-school merchandise this fall, for a whopping total of $11 billion nationwide.

"Kids become conscious of trends at a very early age," says Doreen Thompson, spokesman for Marshall's, the off-price retail chain. "Young children can be very demanding when shopping with parents who are trying to save money."

How to manage it so that your kids don't feel left out and you don't bust the budget?

Some experts suggest you say yes to status logos on less expensive items such as T-shirts or baseball caps, or update a basic wardrobe with a couple of trendy accessories. Others suggest you let older students do their own shopping, but on a strict budget: You have this many dollars, Johnny, and you have to buy these items; now you figure out which labels you can afford.

"The best strategy is to plan in advance," suggests T.J. Maxx fashion spokeswoman Laura Cervone. Parents and children should prepare a list of needs and agree upon goals before they go shopping. If everybody knows the ground rules, there will be less stress in the stores.

GRAPHIC: PHOTO;
PHOTO (1)
1. The "scooter" skirt is one of fall's favorites. It's a combination of skirt and pants, somewhat like a skort.

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Macy's Brings Fashion, Compassion To Fort Mason For HIV/AIDSFund-raiser The Sun Reporter August 29, 1996

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Ethnic NewsWatch
The Sun Reporter

August 29, 1996

SECTION: Vol. 52; No. 34; Pg. 1

SLI-ACC-NO: 1196SRDM 009 000012

LENGTH: 918 words

HEADLINE: Macy's Brings Fashion, Compassion To Fort Mason For HIV/AIDS Fund-raiser

BODY:

Macy's Brings Fashion, Compassion To Fort Mason For HIV/AIDS Fund-raiser.

From its humble beginnings as a small presentation in the employee cafeteria 14 years ago, to its current incarnations as America's premier fashion show and HIV/AIDS fund-raiser, Macy's Passport '96 "On The Edge" gets bigger and better every year. Held this September 19 and 20 at Fort Mason Center, "Passport "96" will dazzle San Francisco once again with super models, Hollywood stars, and sports celebrities who will strut down the runway in Macy's finest fall fashions for men, women and children.

Since becoming an HIV/AIDS fund-raiser, Macy's "Passport" has raised 2.7 million. This year alone, Macy's will unite the sports, fashions, and entertainment worlds and more than 60 corporations to raise more than 1 million for the cause. Macy's welcomes Elizabeth Taylor back for a third year as "Passport's" Honorary Chair, Earvin "Magic" Johnson, who will host the opening night, joins Sharon Stone as event co-chair. Five of the nation's leading HIV/AIDS organizations will be "Passport's" beneficiaries: American Foundation for AIDS Research (Am-FAR), Project Open Hand, UCSF/Macy's Center for Creative Therapies, Magic Johnson Foundation, Inc., and The Elizabeth Taylor AIDS Foundation.

"On The Edge" promises to be the most spectacular "Passport" production yet - from the gravity-defying performance by the athletic dancers of The Apogee Troupe, led by Cirque du Soleil choreographer Debra Brown, to the cyber-tribal, female percussionists of D'Cuckoo. In a red-hot finale dedicated to the Viva Glam Counture Colour Collection of gowns, RuPaul, the First Face of M* C* C will premiere a track from his new Rhino Records LP, "Foxy Lady." A tribute to the fedora featuring San Francisco's own best-dressed mayor Willie Brown and the modeling debut of 12 adorable Macy's Kids Model Search winners are sure to please the crowd.

During the hour-long extravaganza, the "Passport" fashions will travel on the edge and around the globe - from razor-sharp, competitive sportswear to sexy silk boxers in vivid colors, from clean, lean silhouettes to tough military chic, from multi-cultural kid's garb to 70's inspired hip. Cutting-edge fashions by Armani, Donna Karen, Calvin Klein, Bazaar Christian LaCroix, and others, will be joined by guest designers David Chu for Nauties, Steven Slowik, Gene Meyer, and Eddie Rodriguez for Wilke* Rodriguez, who will appear in the show.

Much more than a fashion show "Passport" is fashion theatre, that keeps the audience on the edge of their seats with its unique synthesis of sassy modeling, sophisticated staging, live performances, and state-of-the-art multi-media. More than 200 moveable lights will blaze on the multi-level stage, which will slice toward the rafters in an explosion of geometric lines. The 120-foot runway will be constructed with retracting drawbridges and custom hydraulic lifts to add drama, edges and height. A billboard-size video wall will flash more than 1,000 images during the show, while the sound system amplifies non-stop music - from sexy Cuban ballads to cutting -edge house rock. KGO-TV will cover the festivities in a special one-hour broadcast.

As spectacular as the action on the runway, a fashionable feast precedes the opening night show, Sponsors and patrons will attend a black-tie gala dinner prepared by the famous chefs of One Market, Lark Creek Inn, Catahoula Restaurant, and Boulevard, while other guests partake of sumptuous hors d'oeuvres at a wine reception catered by San Francisco's top hotel restaurants.

"Passport" tickets have sold out in a record three days. To meet demand, Macy's and American Express have added a special Cardmember evening on September 18, hosted by Earvin "magic" Johnson, to benefit the Magic Johnson Foundation, Inc. Before the fashion show, Magic will host an auction of one-of-a-kind fantasy packages, including an NFL, Pro Bowl weekend in Hawaii, a walk-on part on a network TV series, and a "Shoot-out" with Magic on stage (Bids start at 5,000 - don't leave home without your sneakers!).

Celebrating a decade of sponsoring "Passport," over and above its corporate contribution, American Express expects to up to an additional 100,000 through a four-week promotion involving its Cardmember. For each purchase made at Northern Califonia Macy's from August 31-September 21. American Express will donate .75 to "Passport" beneficiaries. Their contribution will double to 1.50 per purchase at "Passport In-Store." The in-store HIV/AIDS fundraiser will be presented by Galmour Magazine, in association with Vanity Fair, Details and Gourmet Saturday, September 21 at Macy's Union Square.

To order tickers for the September 18 American Express Cardmember evening, call 510/680-A MEX, or purchase tickets at the "Passport" Box Office at Macy's Union Square in the First Stop Shop. For more information about the event, call the "Passport Hotline" at 415/393-3700. Passport "96" On The Edge" is also sponsored by Swatch, **Nautica,** GTE Mobilnet, 24 hour Fitness, M* C* C, Levi's, Christain Dior Fragrances, Bacardi Limon, Virgin Megastore, Grand Hyatt San Francisco, San Francisco Chronicle, United Airlines, Toyota Motor Sales, San Francisco Focus - A Doablo Magazine, KGO-TV, Robert Mondavi and Woodbridge Wineries.

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GRAPHIC: Photo, Elizabeth Taylor

JOURNAL-CODE: SR

LOAD-DATE: August 17, 2001

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 11:03 AM EDT

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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The retailer speaks; Interview with Karl's Clothiers Inc. owner Adam Richman; Interview Children's Business August, 1996

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Children's Business

August, 1996

SECTION: Vol. 11 ; No. 8 ; Pg. 44; ISSN: 0884-2280

LENGTH: 1016 words

HEADLINE: The retailer speaks; Interview with Karl's Clothiers Inc. owner Adam Richman; Interview

BYLINE: Sanders, Shari

BODY:
A family friend gave Dustin Hoffman a precious piece of advice upon graduation in "The Graduate": Plastics. The four Richman kids were given advice of a different sort by their father Alan. The owner of Karl's, a retailer that believes in keeping the special in specialty store, said: "Do what makes you happy." All of them were happy to join the 76-year-old family business, Karl's children's clothing and furniture.

Florence and Simon Richman built Karl's in 1920 on the premise that the customer deserves unique merchandise and impeccable service. It was this belief that second-generation leader Alan also lived by. After his sudden passing in May, the Richman kids vowed to continue this tradition.

Today, the youngest Richman son, Adam, sits in his father's swivel chair in the back office and handles day-to-day operations; mother Bonnie runs the infants' furniture and bedding department she created 15 years ago; brother Brad supervises shipping and customer service; brother Larry oversees systems; sister Heidi buys clothing and accessories; uncle Herb manages the floor; and Adam's wife Jody buys clothing and directs the baby registry. CB Sr. Editor Shari Sanders visited Karl's for a look at how a family-run business remains grounded in tradition without getting stuck in the past.

CB: It is a test of strength for an entire family to work together everyday.

Adam Richman: The key to our success is that we all know and accept our responsibilities. If we need breathing room, we've got a four-floor operation. All in all, we share a common goal - keeping Karl's tradition intact.

CB: How are you able to do that in today's competitive marketplace?

Richman: Competition? We don't have any! Seriously, we set Karl's apart by offering products customers won't find in every other store. We can't pretend to compete with Young World, or Kids "R" Us or the discounters - and frankly, we don't want to. GapKids is a competitor, but they concentrate on playwear. We don't want to be king of the T-shirt business. Our customers don't come to us for that. We're not afraid to push price points. We've brought in some very high-end lines, like Versace, Moschino and Coogi, handpainted furniture from Periwinkle and custom rooms from I.D. Kids. We're selling sweaters for $ 200, furniture packages for $ 4,000. The customers are buying them.

CB: Who are these customers?

Richman: We have two distinct customers. The customer coming from mainline Philadelphia is interested in status, dressing their kids in the hottest name brands - Hilfiger, **Nautica,** Polo and cK. That customer is also willing to spend hundreds on custom leather outfits. Working with five suppliers in the U.S., we're able to make 600 custom outfits in the busy Easter season. Our other customer is an affluent working parent or parent-to-be from Philadelphia and New Jersey suburbs. She would rather spend her money on an expensive crib with custom bedding, European sportswear or suits from Nicole Miller and Europa.

CB: How do you reach this diverse customer base?

Richman: People know us for our innovative advertising. Whether we were at a Phillies game or a local restaurant, people would say, "Hi, Uncle Alan," referring to the way my Dad was portrayed in the ads. He had some crazy ads, like the one where he challenged customers to have their babies on one of three given dates. If they committed to a purchase 90 days in advance, and delivered on one of those dates, they got $ 500 off their total order. We also advertise with coupons. We can track our success record by the number of coupons redeemed in the store. Sometimes we spotlight our hottest name brands, but for the most part, we advertise Karl's tradition.

CB: Where do you see growth opportunities?

Richman: We're getting a nice share of the layette business, but we feel we can do much more. We're planning to separate layette into its own room, where the customer can sit with a salesperson for a few minutes or a few hours. The atmosphere will be very upscale. We'll continue to bring in European lines like Absorba, Petit Bateau and Gallpette and basics like Carter's and Little Me. We'll also continue with our unique services. We put aside a boy, girl and neutral layette for three months, and when the baby is born we send over the appropriate group in a cellophane-wrapped basinette.

CB: Many retailers have a tough time with boys' wear. You seem to have developed a niche with that classification.

Richman: Boys' wear is by far our best business - 60 percent of our total apparel volume. Most other retailers treat it as a stepchild. We plan on giving it more showroom space and expanding the selection. We created a Hilfiger shop about a year ago. We'll also expand the suit selection and may bring in a full-time tailor.

CB: What other things can you offer customers?

Richman: Probably the most important thing besides the selection that we offer is experience. We have 25 employees, and most of them have been with us at least 10 or 15 years. They know a great deal about the products we carry. A customer can go into a department store, stand there for ten minutes, and not have a single salesperson ask them if they need help. We explain everything for as long as it takes. That becomes especially important with nursery furniture. It's not just parents that come in to buy these days, it's the whole family. There can be 20 opinions out there. Without service, we might as well shut our doors.

CB: What would you be doing if you weren't running Karl's?

Richman: I've got to be honest. I feel, like I hope everyone else in this family does, that I could do just about anything I set my mind to. But this is where I belong, where we belong. At the dinner table, other families talked about sports or what their kids did in school. We talked about the store. It was and is our life. I wish my Dad could have been around for another 10 years to teach us everything he knew about the business, then retire on a lounge chair in Florida. He went too soon, but he left us with a solid business.

GRAPHIC: Photograph

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 18636316

IAC-CLASS: Trade & Industry

LOAD-DATE: September 09, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 11:21 AM EDT

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Nautica Apparel Inc Childrens Business September 1996

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Business and Industry
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Childrens Business

September 1996

SECTION: Vol. 19; Pg. 12; ISSN: 0884-2280

RDS-ACC-NO: 694119

LENGTH: 86 words

HEADLINE: **Nautica** Apparel Inc

HIGHLIGHT:
Nautica Apparel Inc has signed a licensing agreement allowing Eagle's Eye to manufacuter and market the **Nautica** girls' collection as well as an agreement with Aquarius Ltd for boys' gloves

BODY:
Nautica Apparel, Inc. has signed a licensing agreement allowing Eagle's Eye to manufacture and market the **Nautica** girls' collection. Set to debut July 1997, the size 2 through 14 line will include casual looks as well as activewear pieces. Distribution will reflect that of the **Nautica** boys' collection. In addition, the company has signed an agreement with Aquarius, Ltd. for a men's and boys' glove collection. Set to debut in December for all '97, the line will offer ski, fleece, suede and leather styles.

TYPE: Journal; News Brief; Fulltext

JOURNAL-CODE: CHILBUSI

LOAD-DATE: October 1, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 11:02 AM EDT

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Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Nautica Adding Home HFN September 2, 1996

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Business and Industry
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HFN

September 2, 1996

SECTION: Vol. 70, No. 36; Pg. 1; ISSN: 1082-0310

RDS-ACC-NO: 696425

LENGTH: 1274 words

HEADLINE: Nautica Adding Home

BYLINE: Sarah Johnson

HIGHLIGHT:
Nautica Enterprises, a supplier of men's and women's apparel and accessories with sales of over $1 bil worldwide, is introducing its first 3 home textiles licenses

BODY:
Nautica Enterprises, a supplier of men's and women's apparel and accessories with sales of over $1 bil worldwide, is introducing its first 3 home textiles licenses: Dan River for sheets and bedroom ensembles Ex-Cell Home Fashions for shower curtains and table linens and Leshner Corp for beach and bath towels. **Nautica** Home is expected to have $50 mil in retail sales by the end of its first year. The home textiles industry has retail sales of over $15 bil currently. **Nautica** plans to tap into upholstered furniture, case goods, wall coverings and possibly home fragrance. **Nautica** is now working on 2 concepts for the first home collection: Navy & White and Island. **Nautica** has about 40 licensees and is distributed to about 40 countries. Retail sales from its sportswear division come to $700 mil and sales for its licensed products are about $400 mil.

NEW YORK -- Ralph, Liz, Calvin, watch out! There's a new kid on the home furnishings block.

Nautica Enterprises, a supplier and licensor of men's and women's apparel and accessories with total worldwide sales in excess of $1 billion, is entering the home furnishings market with its first three home textiles licenses: Dan River for sheets and bedroom ensembles Ex-Cell Home Fashions for shower curtains, batch accessories and table linens and Leshner Corp. for bath and beach towels.

Executives estimate **Nautica** Home will register approximately $50 million in retail sales by the end of its first year. The home textiles industry currently has annual retail sales in excess of $15 billion.

In an exclusive interview with HFN, David Chu, president and chief executive of **nautica,** said the move into home textiles is just the beginning. Other home furnishings categories he is hoping to tap into include case goods and upholstered furniture, wall coverings and possibly home fragrance.

"I see no reason to believe our home business can't be the same size as our sportswear business. I think if you're executing the right design, and the right distribution, the business will seek its own level," Chu added.

"Particularly with today's shifting dollar, so many consumers are buying more for the home. That's the trend. I think the opportunity for the home is just tremendous," said Chu.

"We've seen that a lot of the baby-boomer generation was spending their disposable income on clothes and as that group began to age, we see that they're now spending more time and money on their home. That's really one of the main reasons why we got into this business," Chu maintained.

In apparel, the **Nautica** label is known for its fresh, simple colors and designs. According to Chu, who founded the company in 1983, this look will be translated to the home. "**Nautica** is really a total lifestyle and design concept of which home has become a natural ingredient," said Chu.

The line is intended for better department stores, and will debut at the April 1997 Home Textiles market. According to Chu, **Nautica's** strong relationships with these better department stores will give the company's home collection an advantage in the crowded field of designer home textiles licenses.

"Our current customers are very excited about **Nautica** Home because they want something that will make them feel more exclusive," Chu said. "They want something that will give them an edge."

The plethora of designer brands in the home textiles market includes Ralph Lauren, Calvin Klein, Liz at Home, Guess, Bill Blass and Laura Ashley, among others. **Nautica** plans to position its home furnishings brand in the moderate to upscale price range.

Ruth Anapol, senior vice president of licensing, is quick to add that "we're still in developmental stages. We would be closer in price to Liz at Home than we would do Calvin Klein."

Nautica officials will work with their licensees to set up in-store shops which will be located in the home area of department stores. The type of fixturing for these shops has yet to be determined.

Chu said many stores already have **Nautica** lifestyle shops in their apparel departments. "I think it's very important to present the entire **Nautica** lifestyle concept to the consumer," he explained. "The consumer wants to buy the whole idea, and she really needs to be shown the entire package. You need to provide something more than a sheet or a couch. Nobody needs another basic white sheet."

Nautica is currently working on two concepts for the first home collection: Navy & White and Island. The first group will have a clean, classic bent with a slight Deco touch, "a departure from the typical floral motif," Chu said.

"It will be easy, simple and elegant. **Nautica** has a classic concept combined with functionality. I like classic ideas and I like modern concepts. This will blend the two. We want to give **Nautica** Home a cleaner, simpler look versus a ton of floral patterns," Chu related.

The other group, Island reflects a summer-inspired, casual concept, using intense blues and yellows. "Our sportswear is well known for its use of colors, so this will be a natural transition for us."

Nautica will present at least four bed ensembles for April market according to Anapol. "We'll do several thread counts but 220 will be the basic count." Dan River is licensed to make the 100 percent cotton sheets in prints and solids, comforters and window treatments.

"Price points will cover the upper-moderate and better ranges for home textiles," said Tom Muscalino, president, Dan River.

Ex-Cell Home Fashions will create the vinyl and fabric shower curtains and related batch accessories, as well as table linens and accessories. Leshner will create the bath and beach towels, which will include special logo designs.

Because Chu strongly believes in maintaining continuity of the company's licensees, **Nautica** will control the design process. "It's very important to be consistent in every category. You have to talk to your licensees and you have to implement the ideas," said Chu.

Said Helaine Suval, senior vice president at Ex-Cell Home Fashions: "**Nautica** is creating the brand image, and we look at ourselves as the experts to create the merchandise that supports that image."

In bath, **Nautica** and Ex-Cell are toying with the idea of presenting ceramic and possibly porcelain, wood or wicker accessories. "Obviously, we recognize the type of quality that the upstairs consumer is looking for, and we will design it appropriately," said Suval. Ex-Cell will also do fancy towels that will coordinate with the shower curtains.

Table linens will consist of fabric tablecloths, runners, placemats, and napkin rings.

As for beach towels, Leshner will offer a wide range of choices, approximately 30 different SKUs. Some in the 36- by 68-inch towels will be pigment-printed and others will be pigment-printed with contrasting dobby borders.

Leshner will also make fiber reactive prints in various **Nautica** scuba motifs priced from $19.99 to $24.99. In each case, the **Nautica** logo will appear as a design motif on the towel. "We'll also have a group of terry jacquard loop stripes and logo towels measuring 34 by 64 inches," said Charles Schlang, president of Leshner/Renaissance.

"We choose these particular manufacturers after numerous discussions and research. We were looking for the right capability to deliver what we're looking for, the right quality and the right value ratio," Chu commented.

Nautica has about 40 licensees and is internationally distributed to about 40 countries. Retail sales from its sportswear division come to $700 million and total sales for its licensed products are about $400 million.

TYPE: Journal; Fulltext; Abstract

JOURNAL-CODE: HFN

LOAD-DATE: October 1, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 11:01 AM EDT

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Hub teens tell how they'd dress for success The Boston Herald September 8, 1996 Sunday

Copyright 1996 Boston Herald Inc.
The Boston Herald

September 8, 1996 Sunday FIRST EDITION

SECTION: NEWS; Pg. 008

LENGTH: 196 words

HEADLINE: Hub teens tell how they'd dress for success

BYLINE: By Lauren Beckham

BODY:
While the mention of school uniforms may make the average adolescent shudder, Boston-area teenagers would welcome the challenge of suiting up their fellow students.

"Tommy Hilfiger shirts, Nike sneakers, Boss or Tommy jeans, Timberland boots in the winter and Oakley sunglasses in the summer," Angela McCarthy, 15, of Newton, said.

Only, of course, if someone other than McCarthy is footing the bill.

Her friend, Elizabeth Scioscia, 14, of Medford, was a little more monetarily realistic.

"I'd say a T-shirt, Nikes and jeans. And occasionally, the girls could wear a skirt," she said.

Like Scioscia, most teens opted for casual.

"Sweatpants and a sweatshirt," said Nicole Ferrante, 16, of Somerville. "You can pick your own colors. You want to be comfortable."

Tony Baptista, 17, of Boston stressed the importance of labels when it comes to donning the best duds.

"Strictly Nikes, **Nautica** shirts, Levis or Ralph Lauren jeans," he said. "And a leather coat. You gotta get the leatha."

If Baptista and his friends had their way, the girls would wear miniskirts with tight T-shirts tucked in.

"All the girls," Corey Jacobs, 17, said. "Except my girlfriend."

LOAD-DATE: September 08, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:58 AM EDT

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Late summer puts sizzle in b-t-s retail volume.back to school Footwear News September 9, 1996

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Footwear News

September 9, 1996

SECTION: Vol. 52 ; No. 40 ; Pg. 2; ISSN: 0162-914X

LENGTH: 800 words

HEADLINE: Late summer puts sizzle in b-t-s retail volume.back to school

BYLINE: Brady, Jennifer L.

BODY:
NEW YORK -- After a summer of sluggish same-store sales and listless store traffic, retailers saw some bounce in August--driven by the strong performance of back-to-school fashions, new women's designer lines and for some, footwear.

Strength was seen across the board, as several department store chains and upscale specialty shops churned out high single-digit same-store sales gains. A number of footwear retailers and discounters also had a good showing.

"In general, the tone was quite positive. The department stores were the best performers, helped by the introductions of the new Ralph Lauren, Tommy Hilfiger and **Nautica** lines," said Kim Walin, analyst at Furman Selz.

Top performers included Saks Holdings Inc., where same-store sales grew 11.8 percent, according to its first monthly sales report since going public on May 21; Kohl's Corp. comps grew 8.1 percent; May Department Stores Co., 7.9 percent, and The Neiman Marcus Group Inc., 7.7u percent.

Melville Copr. has some spectacular comps. FootAction was the highest same-store gainer with 17.5 percent.

Brown Group Inc. divisions also did well. Famous Footwear, a 787-store chain, had same-store sale increases of 10.4 percent. Harry E. Rich, executive vp and cfo, said the double-digit gain at Famous reflected strong seasonal branded athletic shoe sales. Same-store sales for Brown's 352-unit Naturalizer division were up 4.2 percent for the month.

At the Bon-Ton Stores Inc., strong sales of misses sportswear, dresses, coats, shoes and menswear helped to lift comps 7.3 percent.

Some footwear retailers stayed in the single-digit range. Comparable-store sales increased 2.7 percent for Shoe Carnival Inc.

J. Baker produced a mixed bag of results for the month. Camparable-store sales increases (decreases) by division were as follows: Casual Male Big and Tall, 2 percent; Licensed Discount Division, 8 percent; Parade of Shoes, 2 percent; Scoa, 4 percent; Work 'n Gear, 11 percent.

Payless ShoeSource Inc. had a same-store increase of 2.8 percent.

Aside, Payless opened 10 new stores and closed 23 under-performing stores during the month. At the end of August, Payless operated 4,267 stores, compared with 4,588 a year earlier.

There were a some disappointing sales reports -- notably The Gap Inc., which had flat same-store sales, much to the surprise of analysts, who expected a gain of about 6 percent.

Other disappointments included Dayton Hudson Corp.'s department store division same-store sales, which fell 9.1 percent. Same-store sales at Dillard Department Stores were flat.

Business revved up at the J.C. Penney Co.. with a 7 percent climb in same-store sales, outperforming a 4.4 percent rise at Sears Roebuck & Co.

After 15 consecutive months of same-store sales declines, Ann Taylor Stores Corp. logged a 4.1 percent increase in comps. But the news was not all good.

Ann Taylor also noted that it will take a $ 2 million charge in the third quarter, reflecting costs tied to last month's departure of its chairman and chief executive officer. Sally Frame Kasaks.

Talbots Inc. said same-store sales rose 3.9 percent and noted that its mid-fall promotion will be shifted to one week later, thus moving some of its mid-season sales into October from September.

At the Wal-Mart discount chain, same-store sales advanced 6.2 percent. Including a 2.9 percent same-store sales rise at Sam's Club, Wal-Mart posted a 5.3 percent overall comp increase.

Kmart Corp. U.S. same-store sales inched up 1.4 percent. Federated Department Stores Co. comps rose 2.5 percent.

Dayton Hudson Corp. said same-store sales were up only 1.9 percent, aided by a 6 percent same-store sales climb at Target.

The strength at Target was partially offset by the sales shortfall at its department store division, and a 4.2 percent comp decline at Mervyn's.

Comps at Lane Bryant and Henri Bendel were both off 4 percent, while Lerner New York comps leaped 9 percent.

Soon-to-be-public Abercrombie & Fitch, one of The Limited's emerging businesses, racked up a 24 percent gain in same-store sales.

Gottschalks Inc. same-store sales were up 1.4 percent with solid sales in children's, and women's sportswear. Also boosted by sportswear and coats, Carson Pirie Scott & Co. same-store sales gained 3.2 percent. Mercantile Stores Co. comps rose 2.6 percent.

Led by a 6 percent comp gain at Younkers stores, Proffitt's Inc. same-store sales increased 2 percent overall. Proffitt's stores comps rose 2 percent while McRae's same-store sales dipped 2 percent.

ShopKo Inc. headed the group of regional discounters, with a 12.3 percent climb in same-store sales, followed by Dollar General Corp., up 8.4 percent. Ames Department Stores same-store sales slipped 0.8 percent.

SIC: 5311 Department stores ; 5661 Shoe stores

IAC-NUMBER: IAC 18658070

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Magic Johnson -- Passport's Big-Ticket Draw The San Francisco Chronicle SEPTEMBER 12, 1996, THURSDAY, FINAL EDITION

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View Related Topics

SEPTEMBER 12, 1996, THURSDAY, FINAL EDITION

SECTION: DAILY DATEBOOK; Pg. E7

LENGTH: 112 words

HEADLINE: Magic Johnson -- Passport's Big-Ticket Draw

BYLINE: Trish Donnally

BODY:
When Magic Johnson and his 4-year-old son, E.J., hit the runway in Macy's Passport show next week, , they'll be wearing complementary **Nautica** Competition gear.

It's what designer David Chu calls "the technical look." Magic's size XXL jacket and ski pants will be made of Nautex, a breathable, waterproof nylon. E.J.'s size XXS parka and ski pants are nylon.

Passport is sold out for September 19, but a few $ 150 front-row seats remain for September 20. Call Project Open Hand, (415) 252-2782, for tickets.

Macy's has added a third show September 18. Tickets can be purchased at the Passport box office at Macy's Union Square or by calling (510) 680-AMEX.

GRAPHIC: PHOTO

LOAD-DATE: September 12, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:56 AM EDT

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Sporting life Chicago Sun-Times September 15, 1996, SUNDAY, Late Sports Final Edition

Copyright 1996 Chicago Sun-Times, Inc.
Chicago Sun-Times

September 15, 1996, SUNDAY, Late Sports Final Edition

SECTION: SHOW; FALL PREVIEW '96; Pg. 13; NC

LENGTH: 217 words

HEADLINE: Sporting life

SOURCE: JIM FROST; LEZLI BITTERMAN

BYLINE: Maureen Jenkins

BODY:
As anyone who's been paying attention to anything knows, the lines between office wear and weekend wear and activewear are constantly blurring. That's one reason why designers -- and why real men -- are crossing those boundaries in their wardrobes. So on both runways and on American streets, you're apt to see guys in work-ready sweaters and slacks (and sometimes suits), with warm, athletics-inspired jackets or coats tossed over them.

For a couple past seasons, Ralph Lauren showed suits and tuxedos worn with parkas from his Polo Sport line. As publicist George Kolasa says, "It's both practical and a fashion statement at the same time."

Fellow all-American designers Tommy Hilfiger and David Chu for **Nautica** (who both have enormously popular activewear lines) did the same thing. And a trend was born.

Again, this look crosses price points and lifestyles. Youthful stores such as Urban Outfitters carry fireman-inspired rubberized jackets from Rubber Soul. More upscale retailers such as Barneys New York feature Verso nylon jackets with reflective tape and trim. And better department store staples such as Polo Ralph Lauren and **Nautica** and Tommy Hilfiger offer a range of microfiber jackets and parkas just right for topping their Euro-styled slim suits in gold-medal style.

GRAPHIC: Nautica Competition nylon/duck down jacket, $ 295; Versace V2 wool sweater, $ 255; Byblos wool trousers, $ 275; Metropolitan buckled ankle boot, $ 175, all at Bloomingdale's. See also related stories.

LOAD-DATE: September 16, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:55 AM EDT

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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A New Look Albuquerque Journal (New Mexico) September 16, 1996, Monday

Copyright 1996 Albuquerque Journal
Albuquerque Journal (New Mexico)

September 16, 1996, Monday

SECTION: Business Outlook, Pg. 17

LENGTH: 364 words

HEADLINE: A New Look

BYLINE: Aaron Baca

BODY:
Macy's completes its $5-million makeover

From its third-floor "cellar" to the new brand-name clothing on racks throughout its first level, Macy's is showing off its new look after completing a $5-million makeover at its Coronado Center store.

Macy's, perhaps best known for its annual televised Thanksgiving Day parade in New York City, took over the Broadway in Coronado Center. The national retail chain, a division of Federated Department Stores Inc., began operating the Coronado store under the Macy's name in May.

Albuquerque shoppers familiar with the old Broadway have an entirely new look at Macy's, says store manager Carolyn Cipoletti.

Macy's renovated all three levels of the 160,000-square-foot store. The renovation includes:

*A new women's shoe department that has been expanded from 4,000 square feet to more than 7,000 square feet.

*A new children's department.

*An upscale and larger housewares department called "The Cellar," which has moved to the third floor -- taking over space that used to be occupied by the Broadway's in-store restaurant.

In addition to its new look, which was begun by stripping out and replacing every inch of flooring in the store, Macy's carries some merchandise new to the Albuquerque market -- including Perscriptives and Clarins cosmetics and Polo, **Nautica** and Tommy Hilfiger men's designer clothes.

"This is one of the first completely new entries into the Albuquerque retail market," Cipoletti said. "I think people will be quite surprised about what's going on here in Coronado Center."

PHOTO BY: ROSE PALMISANO /JOURNAL

PHOTO: b/w

DOUBLED IN SIZE: Donna Grahm, left, and Janice Blake look for the perfect shoe at Macy's shoe department, which has been doubled in size after an extensive renovation project.

PHOTO BY: ALEXANDRIA KING /JOURNAL

PHOTO: b/w

PREPARING PASTA: Rosa Rajkovic of Rosa's Restaurant and Bar prepares a pasta dish on cookware at "The Cellar," Macy's new housewares department.

PHOTO BY:

ROSE PALMISANO /JOURNAL

PHOTO: b/w

CATCHING SOME ZZZs: Jared Mauldin, 11/2, naps while his mother shops at the new "The Cellar" housewares department in Macy's.

LOAD-DATE: August 19, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:53 AM EDT

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*SCHOOL UNIFORM DESIGNS GET HIGH MARKS * AFTER A FASHION South Bend Tribune (Indiana) September 18, 1996, Wednesday,*

Copyright 1996 South Bend Tribune Corporation
South Bend Tribune (Indiana)

September 18, 1996, Wednesday, MICHIGAN, INDIANA, MISHAWAKA, TRIBUNE

SECTION: PUNCH, Pg. D1

LENGTH: 647 words

HEADLINE: SCHOOL UNIFORM DESIGNS GET HIGH MARKS * AFTER A FASHION

BYLINE: PATRICIA McLAUGHLIN * Universal Press Syndicate * Philadelphia Inquirer Photo:MICHAEL BRYANT *

BODY: Back in February, when people started talking about uniforms for public school kids, Kareemah Holmes wrote to the Philadelphia Daily News to suggest that "If we DO have to wear uniforms, they should be name-brand - **Nautica,** Polo, Tommy Hilfiger."

Cool school uniforms? Isn't that an oxymoron?

Say school uniforms and most people think: navy blue jumpers! Saddle shoes! Plaid skirts! All things that fashion has taken up at one time or another and that in their time have briefly seemed attractive but that, once required, become unutterably dreary.

I speak from experience. My last navy blue jumper covered maybe eighth- to 10th-grade. It never fit. My mother bought it much too big so I could grow into it and then moved the buttons about five inches to hike up the top temporarily and pull in the waist until I did. Then I grew, maybe six or eight inches, and somehow the buttons never got moved back, so the jumper ended up having an unintentional empire waist. The white shirt, with half sleeves as big as sails sticking straight out at the sides and my long, skinny scarecrow arms sticking out of them, didn't help.

It has occurred to me that I might be a completely different person today if I had been spared the daily humiliation of that uniform.

But nobody else ever even noticed anything was wrong with it. Its farcical unbecomingness, while maybe not quite intentional, was serendipitous. It made me - and all my schoolmates - as unattractive as clothes reasonably could to the eminently distractible eighth-grade boys next door. It denied the physical self, mortified the flesh, preserved us from the sin of vanity. It reminded us that beauty was only skin deep and handsome was as handsome did. It persuaded us we might as well give up on how we looked and focus on higher things - Caesar's Gallic wars, the properties of parallelograms, the subjunctive mood, "Silas Marner" and "Macbeth."

Isn't that what uniforms are for - to turn you into a visual nonentity? And you can see how kids might not go for that now. We've done too good a job of persuading them - seven hours of TV a day, remember - that self-worth is a matter of how you look and what you own.

Until I read Kareemah Holmes' letter, it hadn't occurred to me that it could be any other way - that school uniforms could be designed to make kids look cool. But why not? If all we really want to do is keep them

from killing each other over designer jackets - or, even, keep them from feeling bad because other kids have designer jackets and they don't - why don't we just give them all identical designer jackets?

This must be one of those ideas that's in the air, because somebody at George, JFK Jr.'s magazine, had it, too, and persuaded Tommy Hilfiger and David Chu at **Nautica** and a bunch of other designers to design prototype cool uniforms for public school kids. This was the perfect time to do it: Designers are entranced at the moment by the discipline and anonymity of uniforms. You have to look twice to tell whether a person in a navy nylon zipper jacket is a trendette in Prada or a Rite-Aid security guard.

Some of the prototypes were totally cool. True, Marc Jacobs' black cashmere coatdress probably would cost too much for all but the richest school districts. Ditto Richard Tyler's leather boot-cut jeans. The miniskirt you could barely see under Armani's jacket wouldn't've met the old kneel-down-and-see-if-your-hem-touches-the-floor test, and the young man in the Tommy Hilfiger navy blazer and khakis seemed quite distracted by it.

But I think we're on the right track here. If the point is to eliminate sartorial envy among schoolchildren, why not do it by making them all look equally cool instead of equally geeky? Life is tough; why make it tougher? Besides, the morale boost might be just what some kids need to focus properly on the properties of parallelograms.

GRAPHIC: REFER HARD COPY FOR THE PHOTOGRAPH
If they all have to look alike, why make them all look geeky?

LOAD-DATE: November 23, 1998, Monday

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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Modern Times The New York Times September 22, 1996, Sunday, Late Edition - Final

Copyright 1996 The New York Times Company
The New York Times

September 22, 1996, Sunday, Late Edition - Final

SECTION: Section 6; Part 2; Page 26; Column 1; Men's Fashions of The Times Magazine

LENGTH: 80 words

HEADLINE: Modern Times

BODY:
The clean, simple lines of modern design extend to all areas of fashion, including accessories, where extraneous details are now kept to a minimum. Here and on the following pages are matte stainless steel watches minus the diver dials and buttons; grained- and smooth-leather belts with angular, brushed silver-tone buckles; near-solid, colorful ties with subtle Jacquard patterns, and blunt- or square-toed shoes -- from the very popular loafer to the classic jodhpur boot.

GRAPHIC: Photos: FROM TOP: "Blacklit" watch from Swatch, $40. At Swatch stores and department stores.; "Pasha" self-winding, stainless steel watch with date from Cartier, $3,150. At Tourneau. For stores, (800) 348-3332. ; "Royal Oak Strap" self-winding watch made of brushed steel with gold rotor and date from Audemars Piguet, $6,800. At Tourneau.; "Manhattan" stainless steel quartz watch with date from Jeep, $95. At Time Will Tell, 962 Madison Avenue. ; "City" watch, $75. At The **Nautica** Store, 216 Columbus Avenue. ; "Durasteel" collection watch with date ; from Armitron, $45.; At J.C. Penney, selected stores.; "Oyster Perpetual Date" self-winding watch made of stainless steel from Rolex, $2,550. ; For stores, (800) 367-6539. ; RIGHT, FROM TOP: ; Aniline leather belt from Torino, $60. At Nordstrom, selected stores.; Shiny leather belt from Granello, $160. At Peter Hermann, 118 Thompson Street.; FAR RIGHT, FROM TOP: Heavy-grain leather belt from Prada, $152. At Barneys New York, New York City and Beverly Hills, Calif.; Suede belt from To Boot New York Adam Derrick, $85. At To Boot, 256 Columbus Avenue. K. Barchetti Shops, Pittsburgh. ; Nylon belt by Seth Cohen from Empire, New York, $85. At Fred Segal Finery, Santa Monica, Calif.; Embossed "lizard-skin" leather belt from Cole-Haan, $69. At Cole-Haan nationwide.; Nappa leather belt from DeVecchi, $125. At Saks Fifth Avenue. Ultimo, Chicago. Wilkes Bashford, San Francisco.; FROM TOP: Silk tie with horizontal stripes by Tommy Hilfiger, $45. At Macy's East. ; Silk tie with waffle-weave design from XMI, $95. At Nordstrom, selected stores. ; Silk tie with wave-patterned design from Countess Mara, $65. At Frank Stella Ltd., 1388 Sixth Avenue.; Woven silk tie, $95. At Gucci, 685 Fifth Avenue.; Silk tie with herringbone stripes, $79.50. At Paul Stuart, New York City and Chicago.; Silk tie with mini checks by Robert Talbott, $75. At Bergdorf Goodman Men. Robert Talbott nationwide. Saks Fifth Avenue, selected stores.; Silk tie with diagonal mini stripes from Polo by Ralph Lauren, $65. At Polo/Ralph Lauren, 867 Madison Avenue.; TOP, FROM LEFT: Ankle-high boot in heavy-grain leather from Granello, $400. At Barneys New York, New York City.; Leather penny loafer from J. P. Tod's, $295. At J. P. Tod's, 41 East 57th Street. Saks Fifth Avenue. ; Suede loafer with gold buckle, $325. At Gucci, 685 Fifth Avenue.; CENTER, FROM LEFT: ; The "Locarno" boot from the Bragano collection of Cole-Haan, $265. At Cole-Haan nationwide.; Leather lace-up by Bruno Magli, $245. At Bergdorf Goodman Men. Bruno Magli, 677 Fifth Avenue.; BOTTOM, FROM LEFT: Leather shoe with side buckle, $140. At Kenneth Cole, 95 Fifth Avenue.; Plain loafer from To Boot New York Adam Derrick, $245. At Bergdorf Goodman Men. To Boot, 256 Columbus Avenue. (Ilan Rubin for The New York Times)

LOAD-DATE: September 22, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Boat Mets Girl Forbes September 23, 1996

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Forbes

Forbes

September 23, 1996

SECTION: FORBES FYI; Pg. 150

LENGTH: 610 words

HEADLINE: Boat Mets Girl

BYLINE: Produced And Styled By Mark Grischke

HIGHLIGHT:
And it's love at first sight, just like in the movies

BODY:
PRICES APROXIMATE; FOR DETAILS, SEE LAST PAGE. HIS TWEED JACKET BY PAUL STUART. $ 547. SHETLAND WOOL TURTLE-NECK, $ 78, AND COTTON CORDUROY PANTS, $ 59, BY **NAUTICA** BY DAVID CHU. CAP BY BARBOUR. $ 62. HER WOOL TOP, $ 295, AND SKIRT, $ 215, BY JILL STUART.

Speed
WOOL SUIT, $ 399, AND WATCH, $ 80, BY **NAUTICA** BY DAVID CHU. COTTON SHIRT BY GENE MEYER. $ 120. WOOD TIE BY PAUL STUART. $ 40. SHOES BY JOHNSTON & MURPHEY, $ 170. EYEGLASSES BY RETROSPECS FOR ROBERT MARK OPTICIANS. $ 395. OPPOSITE: SILK/LYCRA DRESS BY CYNTHIA STEFFE. $ 298. PHOTOGRAPHED AT THE RUAH BED & BREAKFAST, HAGUE, NEW YORK.

On The Water Front
HER WOOL COAT BY SUSAN LAZAR. $ 695. SILK CABLE-KNIT TOP, $ 192, AND SHORTS, $ 86, BY GOTTEX. SUNGLASSES BY PAUL SMITH SPECTACLES FROM OLIVER PEOPLES. $ 265. HIS BATHING SUIT BY GOTTEX. $ 62. OPPOSITE: RUBBERIZED WOOL JACKET, $ 1,280, AND SUEDE SHIRT, $ 1,495, BY RICHARD TYLER. SHRINK-TO-FIT 501 JEANS BY LEVI STRAUSS & CO. $ 40. BOOTS BY BANANA REPUBLIC. $ 118.

Lady In The Lake
HIS WOOL JACKET BY BARRY BRICKEN. $ 365. COTTON PANTS BY BANANA REPUBLIC. $ 68. RUBBER BOOTS BY BARBOUR. $ 114. HER STRETCH WOOL JACKET, $ 1,695, AND DRESS, $ 995, BY RICHARD TYLER. SHOES BY DELMAN. $ 165. VINTAGE 16MM MOVIE CAMERA BY BOLEX. OPPOSITE, TOWER RIGHT: WOOL COATDRESS BY JILL STUART. $ 395.

Racing With The Moon
HIS CORDUROY SUIT BY RALPH LAUREN COLLECTION. $ 795. SUEDE SHIRT BY POLO BY RALPH LAUREN. $ 565. WOOL TIE BY PAUL STUART. $ 63. HER OUTFIT BY GEOFFREY BEENE. $ 2,700. ALL HAIR AND MAKEUP BY TERRI APANASEWICZ FOR CLOUTIER.

Store Credits

ON THE COVER: His alpaca cardigan, $ 350, cotton shirt, $ 220, and silk tie, $ 90, by Donna Karan. Her leather jacket, $ 560, and hat by Anna Sui. Silk knit top by Banana Republic. $ 48

ANNA SUI: Anna Sui Downtown, New York

BANANA REPUBLIC. Banana Republic stores nationwide

BARBOUR: 800-338-3474 for store information

BARRY BRICKEN: Yankee Peddler, Seattle; Andrisen Morton, Denver; and Foxwoods Resort Casino, Ledyard, CT

CYNTHIA STEFFE: Saks Fifth Avenue, New York

DELMAN: 800-233-6462 for store information

DONNA KARAN: *Sweater,* select Barneys; *tie,* Macy's West, San Francisco; *both,* select Neiman Marcus and Saks Fifth Avenue. *Shirt,* Scott Hill, Los Angeles; Wilkes Bashford, San Francisco; and Bergdorf Goodman Men, New York

GENE MEYER: Focus Department Store, San Gabriel, CA; Jeffrey Allen, Miami; and select Saks Fifth Avenue and Bloomingdale's

GEOFFREY BEENE: Geoffrey Beene on the Plaza, New York

GOTTEX: 800-225-SWIM; for *his suit,* dial ext. 2; *her top,* ext. 2; *her shorts,* ext. 3.

JILL STUART: *Coatdress,* Intermix, New York; and select Bloomingdale's

JOHNSTON & MURPHY: All Parisian, Nordstrom, and Johnston & Murphy stores, 800-424-2854

LEVI STRAUSS & CO: 800-USA-LEVI for store information

NAUTICA BY DAVID CHU: The **Nautica** Store, New York

PAUL SMITH SPECTACLES FROM OLIVER PEOPLES: Oliver Peoples, Los Angeles; Bergdorf Goodman, New York; and all Neiman Marcus stores

PAUL STUART: Paul Stuart, New York and Chicago, 800-678-8278

POLO BY RALPH LAUREN and RALPH LAUREN COLLECTION: Polo/Ralph Lauren, New York, 800-494-7656

RETROSPECS FOR ROBERT MARC: Robert Marc Opticians, New York

RICHARD TYLER: *His jacket and shirt,* Bergdorf Goodman Men, New York, *Her jacket and dress,* Barneys, New York; and select Nordstrom stores. *All items,* Tyler Trafficante, Los Angeles; and select Neiman Marcus stores

SUSAN LAZAR: Bloomingdale's, New York and Chicago; and Madison, Los Angeles

GRAPHIC: Photographs 1 through 12, On location on Lake George, New York, at the Ruah Bed & Breakfast, 518-543-8816, and at the Hacker Boat Company, 518-543-6666, By Mark Grischke

LOAD-DATE: September 17, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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JEAN THERAPY / DESIGNERS RENEW THEIR INTEREST IN DENIM Newsday (New York) September 26, 1996, Thursday,

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Newsday

Newsday (New York)

September 26, 1996, Thursday, ALL EDITIONS

SECTION: STYLE FILE; Page B17

LENGTH: 738 words

HEADLINE: JEAN THERAPY / DESIGNERS RENEW THEIR INTEREST IN DENIM

BYLINE: By Vida Roberts. THE BALTIMORE SUN

BODY:

BROOKE SHIELDS has fleshed out since nothing got between her and her snug Calvin jeans. Calvin Klein is in splitsville from wife Kelly. Ralph Lauren is settling in as the gray eminence of American fashion. Diane von Furstenberg is flogging her stuff to TV home-shoppers. Life goes on; fashion goes in cycles.

In the '70s, Klein, Lauren and von Furstenberg were among the first designers to achieve global name recognition, and we learned to spell those names from the derrieres of straight-legged, five-pocket jeans.

Now, after more than a decade of denim lull, designer jeans are back in a big way.

It's not only a result of fashion's new love affair with all things '70s but a practical realization by designers that consumers are rejecting high fashion in favor of the new casual philosophy.

Some of the original players are back in the game; some never left; some are newcomers. The string includes Europeans such as Versace, Armani, Moschino, Joop, Gaultier, Lacroix and Dolce & Gabanna.

Young American designers including Anna Sui and Todd Oldham are also trying on jeans. It's the big-label players, however, who this month are giving jeans a big launch. There is the new Polo Jeans Co. line from Ralph Lauren. There are Tommy Jeans from Hilfiger, along with the first Tommy women's casual collection with denim coordinates. **Nautica** by David Chu is also debuting a women's casual line with significant denim ingredients. Calvin Klein continues in the jeans tradition with the CK look.

To keep the jeans message from becoming redundant, designers are differentiating themselves in the tone and spirit of their ad campaigns.

The Polo line is presented as cool, thoroughbred and aloof -- classic wear for the scrubbed set. The Tommy line ads look young and frisky and feature the offspring of famous, yet culturally diverse, parents such as Donald Trump and Sidney Poitier. **Nautica** looks sporty, while Calvin Klein continues to promote stunned-but-stylish images.

What separates today's designer jeans idea from its '70s origins is scope. Designers are not just selling a pair of jeans; they're selling a total, programed, casual wardrobe based on a classic. The new jean lines integrate shirts, sweaters, leather jackets, flannel shirts, outerwear and accessories.

Then, too, there are the collections from the jeans powerhouses and retail brands. Levi, Lee, Wrangler, Mossimo, Girbaud, Diesel, Bugle Boy and Jordache are all going strong.

Is there room in the market for more jeans labels?

Jill Lynch, spokeswoman for Levi Strauss, can be gracious.

"Jeans have never gone away. They are the one true American fashion classic. Sure, there is room for everybody out there," she says. "One important reason is that the variety of wearing occasions has changed so dramatically with the casualization of America over the last ten years."

And she cites the fact of a jeans wardrobe. "People now may have tight black for evening, standard blue comfortables for hanging out, nice dark blue for casual Fridays and white for summer."

Norman Karr, publisher of Jeanswear Communications, a newsletter for the denim industry, says jeans have moved beyond Americana to become an international classic.

"I count jeans in airports, and I'd guess three out of four people are in jeans. That is true of Vienna, Prague and Tokyo, as well as New York, where foreign tourists are wearing them.

"They're the universal garment of choice because they're accepted everywhere."

He says the industry estimates that between 400 million and 500 million pairs of jeans are sold annually worldwide. That's a lot of pockets, a lot of zippers and huge dye lots being rearranged for the sake of changing fashion.

Here's the direction jeans are taking this fall: -- Tortured and bleached finishes are passe. The texture and color of jeans at the moment is deep-dyed, rich indigo. Second choice is black, with brown and autumnal greens making some statements. -- The classic five-pocket style still rules, although slightly flared boot-cuts are more fashionable. Jackets are modeled after the western shirt-jacket originals. -- Jeans don't have to be denim. They can be rubberized cotton, nylon, leather, velvet, corduroy, snake printed or sequined. The leanest fits are woven with a percentage of Lycra. -- Hip kids never hem jeans; they now just roll them up. The youngest and hippest roll only one leg. Go figure.

GRAPHIC: 1) Girbaud Color Photo-Marithe & Francois Girbaud's sand-blasted denims, $68, have a baggy fit. 2) Lizwear Color Photo by Christopher Micaud-Hip- hugger jeans from Lizwear, $49. 3) At top left, dark denim flare-legged jeans, $58, from Ralph Lauren's Polor Jeans Co.

LOAD-DATE: September 26, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:42 AM EDT

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Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Around Town;Nursing grads have a 50-year reunion The Atlanta Journal and Constitution September 26, 1996, Thursday,

Copyright 1996 The Atlanta Constitution
The Atlanta Journal and Constitution

September 26, 1996, Thursday, ALL EDITIONS

SECTION: EXTRA; Pg. 01E

LENGTH: 502 words

HEADLINE: Around Town;
Nursing grads have a 50-year reunion

BYLINE: H. M.; Cauley

BODY:
Fifty years have passed since Olive Raines and 16 other Atlanta women graduated as cadet nurses from Grady Hospital's nursing school. The group, minus a few members, held its first reunion last weekend.

Raines organized the celebration that included a reception at her Calvin Court apartment building, a banquet at the Colonnade and a nostalgic visit to the hospital.

"We just felt this would be a wonderful time to get together to see what's happened to us," said Raines.

SHOPPING FOR A CAUSE: Here's a fund-raiser that combines a good cause with looking good. Shoppers and supporters of the Serious Fun gala at Rich's Lenox Square on Sept. 30 will be helping out UNICEF while they get the latest fall fashion tips from designers Tommy Hilfiger, Eileen Fisher and Oleg Cassini.

Serious participants with $ 50 tickets ($ 25 for students) will be admitted to the store at 6:30 p.m. Patrons with $ 100 tickets will attend a reception with the designers before the fun starts.

During the evening, representatives from Liz Claiborne, Anne Klein II, **Nautica** and others will be on hand to answer questions and help shoppers make selections. Olympic swimmer and UNICEF representative Summer Sanders will emcee fashion shows for men, women and children. Makeovers will be offered at various cosmetic counters for all guests, who can also try their hand at virtual reality games, meet with massage therapists and guzzle concoctions courtesy of the Martini Club.

This is the fifth year for Serious Fun, and the second time it has been held at Rich's. Advance tickets include valet parking and free child care. For details, call 404-584-5955, ext. 205.

BACK TO CLASS: If you are 55 or older, it's time to head back to the classroom. The North Atlanta Senior Services Lunch 'n Learn sessions will begin on Oct. 3, and will run for eight consecutive Thursdays. Trinity Presbyterian Church will host the classes, which begin at 10 a.m. and are followed by lunch at 12:30 p.m.

Among the offerings for the fall are Ireland: Legends and Legacies; logic and semantics; book reviews; Spanish; and current financial issues. There are also courses on bridge, horticulture, line dancing, knitting, music appreciation, watercolor, and water aerobics. Registration is $ 20; lunch is $ 5.50. For class information, call 404-237-7303.

TANGO DIM SUM: Is this a fad to replace the martini-and-cigar-bar trend? Folks at Cafe Tu Tu Tango hope so. Beginning last week, the Pharr Road restaurant initiated dim sum Fridays, when guests arriving between 5 and 8 p.m. are served complimentary Cantonese appetizer-size treats.

On the dim sum menu are pearl balls, ground pork seasoned with soy, sesame and ginger; chicken wings coated in ginger, garlic, scallions, orange, cinnamon, star anise and Szechwan peppercorns; and barbecue ribs, Chinese dumplings and shrimp rolls.

Dim sum evenings also feature Buckhead artist Lyda Kathrine Fortson painting an original piece on site. Call 404-841-6222 for reservations.

GRAPHIC: Chart: WHAT'S THE BUZZ?
Let us know what's going on in your neighborhood. Call us at 404-332-3480; fax us at 404-332-3499; or e-mail us at buckhead@ajc.com.

LOAD-DATE: September 27, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:41 AM EDT

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Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Nautica period net jumps.Nautica Enterprises reports financial results for second quarter 1996; Brief Article
WWD September 30, 1996

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WWD

September 30, 1996

SECTION: Vol. 172 ; No. 62 ; Pg. 10; ISSN: 0149-5380

LENGTH: 392 words

HEADLINE: **Nautica** period net jumps.**Nautica** Enterprises reports financial results for second quarter 1996; Brief Article

BODY:
Picard, Diane E.

NEW YORK - **Nautica** Enterprises reported second-quarter earnings soared 43 percent to $ 11.3 million, or 26 cents per share, handily beating Wall Street estimates of 23 cents.

It earned $ 7.9 million, or 19 cents, a year ago. Per-share results have been restated to reflect the May 1996 2-for-1 stock split.

Sales for the three months ended Aug. 31 pushed ahead 28.3 percent to $ 103.3 million from $ 80.5 million.

On Friday, **Nautica** stock jumped 4 1/8 to 31 1/2, in over-the-counter trading.

Harvey Sanders, chairman and chief executive officer, said, "Both wholesale and retail businesses are performing well for us."

He cited **Nautica's** licenses, such as watches, footwear and boy's, and said the women's business is doing "very well." The **Nautica** women's wear line, licensed to Bernard Chaus Inc., was introduced for fall retailing.

Analyst Jay J. Meltzer, at Johnson Redbook Service, had a more detailed take on the women's apparel, which he said still needs some adjustment.

"They are not too happy with the career line, and are much happier with the sportswear offering, but are still making corrections," Meltzer said.

Overall, though, analysts were enthusiastic. Allison C. Malkin, analyst at Dillon Read, said she hadn't expected the company to beat year-ago sales by so much. "I was looking for sales to increase 20 percent."

Malkin noted **Nautica's** strong brand name enables it to sell more merchandise at full price. adding that its outlets still achieved double-digit sales gains for the quarter.

Nautica's expansion into fragrance, home, footwear, swimwear and women's apparel should help propel

its growth for both holiday and spring, she said.

Meltzer said the firm's costs are under control and inventories are flat. He noted holiday and spring bookings are up more than 25 percent and should translate into good second-half sales.

Sanders said **Nautica** should show strong sales for the holiday season "as long as the weather stays cool."

For the six months, earnings surged 43.1 percent to $ 16.7 million, or 39 cents a share, from $ 11.7 million, or 28 cents, a year ago. Sales climbed 26.4 percent to $ 179.5 million from $ 142 million.

Malkin estimates **Nautica** will earn 98 cents a share in fiscal 1997 and $ 1.17 in fiscal 1998. It earned $ 1.50 a year ago, before the stock split.

SIC: 2330 Women's and Misses' OuterwearIAC 18721657

IAC-CLASS: Trade & Industry

LOAD-DATE: October 22, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:39 AM EDT

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Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Nautica profits jump 43%, beat Wall St. estimates; Nautica Enterprises's second-quarter earnings for 1996; Brief Article Daily News Record September 30, 1996

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Daily News Record

September 30, 1996

SECTION: Vol. 26 ; No. 187 ; Pg. 2; ISSN: 0162-2161

LENGTH: 346 words

HEADLINE: **Nautica** profits jump 43%, beat Wall St. estimates; **Nautica** Enterprises's second-quarter earnings for 1996; Brief Article

BODY:
NEW YORK (FNS) - **Nautica** Enterprises reported second-quarter earnings soared 43 percent to $ 11.3 million, or 26 cents, handily being Wall Street estimates of 23 cents.

It earned $ 7.9 million, or 19 cents, a year ago. Per-share result have been restated to reflect the May 1996 two-for-one stock split. Sales for the three months ended Aug. 31 pushed ahead 28.3 percent to $ 103.3 million from $ 80.5 million.

Allison C. Malkin, analyst at Dillon Read, said she hadn't expected the company to beat year-ago sales by so much. "I was looking for sales to increase 20 percent." Malkin noted that **Nautica's** strong brand name enables it to sell more merchandise at full price. Additionally, **Nautica's** expansion into fragrance, home, footwear, swimwear and women's apparel should help propel its growth for both holiday and spring, she said.

Jay J. Meltzer, at Johnson Redbook Service in New York, noted that the company's costs are under control and inventories are flat. Spring and holiday bookings are up more than 25 percent, Meltzer said, noting that the strong bookings should translate into good second-half sales.

"The demand for **Nautica** products continues to drive our business growth." Harvey Sanders, **Nautica** chairman and CEO, said in a statement, noting that the company's outlook for the balance of the year is "excellent." He told DNR in a telephone interview: "Both wholesale and retail businesses are performing well fort us."

Looking ahead, Sanders said **Nautica** should show strong sales for the holiday season "as long as the weather stays cool."

Malkin estimate **Nautica** will earn 96 cents a share in fiscal 1997 and $ 1.17 in fiscal 1998. It earned $ 1.50 a year ago, before the stock split. Meltzer raised his full-year estimate to $ 1 from 93 cents.

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For the six months, earnings surged 43.1 percent to $ 16.7 million, or 39 cents a share, from $ 11.7 million, or 28 cents, a year ago. Sales climbed 26.4 percent to $ 179.5 million from $ 142 million.

SIC: 2300 APPAREL AND OTHER TEXTILE PRODUCTS

IAC-NUMBER: IAC 18729746

IAC-CLASS: Trade & Industry

LOAD-DATE: October 25, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Monday, June 19, 2006 - 10:38 AM EDT

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Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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HILFIGER, NAUTICA EXPAND INTO WOMEN'S WEEKEND WEAR Orlando Sentinel (Florida) October 3, 1996 Thursday, METRO

Copyright 1996 Sentinel Communications Co.
Orlando Sentinel (Florida)

October 3, 1996 Thursday, METRO

SECTION: LIVING; Pg. E4

LENGTH: 220 words

HEADLINE: HILFIGER, **NAUTICA** EXPAND INTO WOMEN'S WEEKEND WEAR

BYLINE: Kansas City Star

BODY:
Americans' fondness for dressing down is driving up the stock of weekend wear.

Almost everybody who is anybody is whipping up denim and other casual clothes. Anna Sui and Todd Oldham have joined Giorgio Armani and Calvin Klein in the jeans circle. This fall the Lee Co. launched Lee Rivets, an upscale line aimed at twentysomethings.

Now two successful designers usually identified with men - David Chu for **Nautica** and Tommy Hilfiger - have expanded into the women's arena.

Hilfiger's entry has been long anticipated. Licensed through Pepe Jeans London Corp., Tommy is sold in about 400 in-store shops. The youthful styling includes a quirky combination, say, of traditional tartan plaids, ginghams and flag motifs with spandex tops, velour leggings and, well, jeans.

The ads feature a young diverse crew including the offspring of Donald Trump and Sidney Poitier. Prices start at $24 for T-shirts and $48 for knit skirts and go up to $495 for down-filled parkas.

The first **Nautica** collection features classic clothes in streamlined shapes, modern fabrics and eye-catching colors.

Designer Chu mixes such pieces as a yellow, zip-front turtleneck in Supplex and Lycra ($88), with a green neoprene vest ($148) and stretch, fly-front pants in Tactel and Lycra ($148). Available in major department stores.

GRAPHIC: PHOTO: Tommy Jeans. Youthful styling is a hallmark of Tommy Hilfiger's classic jeans.
PHOTO: Zapped with zippers. Bold colors define designer David Chu's 3 pieces for **Nautica.**

COLUMN: Personal style

LOAD-DATE: October 3, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Designer denim from Calvin to Tommy to Armani, name-brand jeans are back Fort Worth Star-Telegram (Texas) October 3, 1996, Thursday

Copyright 1996 Star-Telegram Newspaper, Inc.
Fort Worth Star-Telegram (Texas)

October 3, 1996, Thursday FINAL AM EDITION

SECTION: LIFE & ARTS; Pg. 3

LENGTH: 394 words

HEADLINE: Designer denim from Calvin to Tommy to Armani, name-brand jeans are back

BYLINE: VIDA ROBERTS, THE BALTIMORE SUN

BODY:
Brooke Shields has fleshed out since nothing got between her and her snug Calvin jeans. Ralph Lauren is settling in as the gray eminence of American fashion. Gloria Vanderbilt is in a financial pickle. Diane von Furstenberg is flogging her stuff to TV home-shoppers. Life goes on; fashion goes in cycles.

In the '70s, Klein, Lauren, Vanderbilt and von Furstenberg were among the first designers to achieve global name recognition, and we learned to spell those names from the derrieres of straight-legged, five-pocket jeans.

Now, after more than a decade of denim lull, designer jeans are back in a big way.

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Some of the original players are back in the game, some never left, some are newcomers. The string includes Europeans such as Versace, Armani, Moschino, Joop, Gaultier, Lacroix and Dolce & Gabanna.

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tradition with the CK look.

To keep the jeans message from becoming redundant, designers are differentiating themselves in the tone and spirit of their ad campaigns.

The Polo line is presented as cool, thoroughbred and aloof - classic wear for the scrubbed set. The Tommy-line ads look young and frisky and feature the offspring of famous, yet culturally diverse, parents such as Donald Trump and Sidney Poitier. **Nautica** looks sporty, and Calvin Klein continues to promote stunned-but-stylish images.

What separates today's designer jeans idea from its '70s origins is scope. Designers now are not just selling a pair of jeans; they're selling a total, preprogrammed, casual wardrobe based on a classic.

The new jean lines integrate shirts, sweaters, leather jackets, flannel shirts, outerwear and accessories.

PHOTO(S):RALPH LAUER/Star-Telegram;Jeans:Neiman Marcus

LOAD-DATE: August 23, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:34 AM EDT

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Designers Line Up To Go After Home HFN October 7, 1996

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Business and Industry
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HFN

October 7, 1996

SECTION: Pg. 35; ISSN: 1082-0310

RDS-ACC-NO: 749774

LENGTH: 1655 words

HEADLINE: Designers Line Up To Go After Home

HIGHLIGHT:
Apparel designers are increasingly unveiling products for home furnishings market names such as Tommy Hilfiger, Donna Karan will be offering home texites

BODY:
Designer labels abound in home textiles as never before. And by the close of 1997, several more prime names -- such as **Nautica,** Halston, Donna Karan and Tommy Hilfiger -- will be added to the list.

Historically, designer names -- those linked directly to the ready-to-wear industry -- have come and gone in home fashions. Remember Jones New York? How about Benetton and Givenchy? Liz Claiborne came, went and has returned in a strong way.

But there are also those that have been in this business for a good long time and have proven to be a perfect match for the bedding ensemble business. These include the likes of Bill Blass, Ralph Lauren, Laura Ashley and Adrienne Vittadini.

What do these designer labels add to the retail mix?

Suppliers and retailers say that these consumer-recognized and favored labels add spark to a business that has been dogged by commodity pricing. Designer labels such as Liz Claiborne and Alexander Julian are upstairs programs only, and therefore boost sales and help to differentiate assortments at the department and specialty store level at a time when mass merchants are rapidly entering other upstairs product categories.

Said Ivan Kelley, bath buyer at Rich's/Lazarus/Goldsmith's: "We're starting to get very designer driven in the textile world. For your upper moderate and better customer, they're brand conscious. Saying it's a designer validates their buying approaches."

But for a designer name to perform at retail, it has to be driven by strong patterning and color direction, according to retailers.Designer Labels: How They Stack Up DESIGNER

LABEL	MANUFACTURER	STYLE
Adrienne Vittadini	Fieldcrest Cannon	Simple patterning using positive and negative coloring
Julian	Dan River	Unique colorations and sophisticated fabrications
Alexander		and patterning

taken from apparel Bill Blass Springs Industries Tailored men's and women's wear looks Calvin Klein Home Innovations Minimalist looks with natural color palette
Echo Revman Classic traditional Ellen Tracy Fieldcrest Cannon Sophisticated luxury and upscale casual Guess Contracted Clean lines, apparel colors and details Jessica McClintock The Bibb Co. Romantic lots of lace and embroidery Joseph Abboud The Bibb Co. Layered ethnic- influenced designs Laura Ashley Revman English Country Liz at Home Springs Industries Feminine prints and fabrications. Liz Wear is casual with clean bright colors Ralph Lauren WestPoint Stevens Casual apparel-driven Home Collection and elegant luxury NEW FOR 1997 Donna Karan To be named Not available Halston To be named Clean, modern lines **Nautica** Dan River Nautical, casual Ex-Cell Leshner Tommy Hilfiger To be named Casual lifestyle

HFN Report

NEW YORK -- Designer labels abound in home textiles as never before. And by the close of 1997, several more prime names -- such as **Nautica,** Halston, Donna Karan and Tommy Hilfiger -- will be added to the list.

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"The fashion designer business has been acting as the bridge," said Linda Quirk, divisional merchandise manager at Lee Jay Bed & Bath. "Designers such as Ralph Lauren, Laura Ashley, Ellen Tracy and Raymond Waites have been strong. It continues to grow and when you take a look at the flat environment which is what we've been living in, the increases we're getting in designer sheets and bedding is offsetting the lack of customer interest in our opening price point sheets and towels."

Said Ivan Kelley, bath buyer at Rich's/Lazarus/Goldsmith's: "We're starting to get very designer driven in the textile world. For your upper moderate and better customer, they're brand conscious. Saying it's a designer validates their buying approaches."

But for a designer name to perform at retail, it has to be driven by strong patterning and color direction, according to retailers.

Said Julian Tomchin, senior vice president, Macy's West: "You're not merchandising a designer, you're merchandising product, a product of distinction."

"That's why Liz works for us, why Calvin works for us and why Ralph works for us. They have a great deal of distinction. And they are solving decorator problems for the customer. The world does not need another

pretty print or another solid-color line."

Said another retailer, "Labels are a very important part of the business. A brand is more than a new pattern or print. It has to offer breadth or strength in whole presentation and offer a variety of offerings, point of view."

Said Kelly of Rich's, "Ralph Lauren has been successful for us. He's probably done the best job of developing that franchise. I think what we're seeing in the market place is designers doing a good job of building relationships with their customers."

With the influx of new designer names in the market, retailers are faced with tough choices about allocating their prime real estate. "The decision has to be weighed with how strong the designer name is," said Allen Josephson, vice president of merchandising for fashion bedding at Strouds.

"When it comes down to it, it's a business of style, design and color. For every designer pattern, the designer has had three or four loosers. We are always careful in looking at that."

Rick Koehler, vice president, merchandise manager of home textiles for P.A. Bergner, Carson Price Scott, commented: "We look at what is on the sales floor and the margin profile and decide should it go forward or not. If we expect a certain profit turn, are we getting it or not?"

"How much square footage can be devoted to another label? It's a struggle. We look at them independently. If it makes sense to the store, we go back and look at the space. If it is right, there is always square footage." Koehler also said that he is looking forward to seeing the first **Nautica** product, beach towels at Leshner, this market.

Tomchin, too, is looking for a preview of some of 1997's new labels. "I hope to take advantage of the fact that I'm in New York and see if I can get some sort of preview of upcoming collections. I'm interested in what Tommy Hilfiger is going to do and what **Nautica** [and] Donna Karan are going to do."

While many of the designer brands are positioned in upstairs stores including both department and specialty stores, some labels are confined further -- to department stores only.

These labels, for the most part, are kept to department stores to mirror how the apparel items are merchandised. Both **Nautica** and Tommy Hilfiger, due out in 1997, have said that distribution would be confined to department stores only. For Tommy Hilfiger it is a show of loyalty to the channel of distribution that has supported his label from the start and continued to give it increasing floor space.

"We are clearly supporting the concept of shops," said Russell Stravitz, chairman of Rich's/Lazarus/Goldsmith's during HFN's All-Industry CEO Summit two weeks ago. "Where the challenge is, is when you give up real estate. You must get higher margins. No doubt the concept of merchandising, putting it all together, sets us a part from all the other distributions."

Designer Labels: How They Stack Up

DESIGNER LABEL	MANUFACTURER	STYLE
Adrienne Vittadini	Fieldcrest Cannon	Simple patterning using positive negative coloring and sophisticated fabrications
Alexander Julian	Dan River	Unique colorations and patterning taken from apparel
Bill Blass	Springs Industries	Tailored men's and

		women's wear looks
Calvin Klein	Home Innovations	Minimalist looks with natural color palette
Echo	Revman	Classic traditional
Ellen Tracy	Fieldcrest Cannon	Sophisticated luxury and upscale casual
Guess	Contracted	Clean lines, apparel colors and details
Jessica McClintock	The Bibb Co.	Romantic lots of lace and embroidery
Joseph Abboud	The Bibb Co.	Layered ethnic-influenced designs
Laura Ashley	Revman	English Country
Liz at Home	Springs Industries	Feminine prints and fabrications. Liz Wear is casual with clean bright colors
Ralph Lauren Home Collection	WestPoint Stevens	Casual apparel-driven and elegant luxury
NEW FOR 1997		
Donna Karan	To be named	Not available
Halston	To be named	Clean, modern lines
Nautica	Dan River Ex-Cell Leshner	Nautical, casual
Tommy Hilfiger	To be named	Casual lifestyle

TYPE: Journal; Fulltext; Abstract

JOURNAL-CODE: HFN

LOAD-DATE: October 22, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:31 AM EDT

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Los Angeles Times October 10, 1996, Thursday,

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Los Angeles Times

October 10, 1996, Thursday, Home Edition

SECTION: Life & Style; Part E; Page 2; View Desk

GRAPHIC: PHOTO: NO SWEAT: Fabrics once fit only for sporting clothes show up as STREET WEAR in the new **Nautica** by David Chu women's collection. The turtleneck in Supplex and Lycra is $88, the neoprene vest is $148. At selected Nordstroms.

LOAD-DATE: October 10, 1996

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Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
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Captain of Fashion: David Chu charts a new course for Nautica AsianWeek October 10, 1996

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Ethnic NewsWatch
AsianWeek

October 10, 1996

SECTION: Vol. 18; No. 7; Pg. 9

SLI-ACC-NO: 1296AWLS 022 000025

LENGTH: 867 words

HEADLINE: Captain of Fashion: David Chu charts a new course for **Nautica**

BYLINE: Cannon, Paul Lee

BODY:

Captain of Fashion: David Chu charts a new course for **Nautica.**

Like the clothes he designs, **Nautica** president David Chu is performance - driven. Since 1983, the 41-year-old fashion designer has propelled **Nautica** into a multi-million-dollar retailing force and made it a distinctive household name.

Today, the **Nautica** line has grown to include men's, women's, and children's apparel; eye-wear; shoes; swimwear; fragrance; and even a Lincoln-Mercury Villager minivan.

What's ironic is that Chu originally sought a career as a n architect. As a teenager, he ventured from his native Taiwan to pursue this dream in New York City. Little did he know that a summer drawing class at the Big Apple's Fashion Institute of Technology would steer his career path in a different direction.

"The fundamentals of architecture and fashion are the same. Always start with a good base and never regret it," Chu said.

Despite his many successes, Chu prefers not to dwell on any one accomplishment, saying that he always tries to remain on an even keel of enthusiasm.

"I'm always curious to find new ideas that may appear old, but that I can give a new point of view," he said. "Every day is exciting and full of challenge for me. I'm always ready to attack!"

On a recent visit to San Francisco, the New York-based designer presented pieces from this collection to a crowd at Macy's annual "Pass-port" fashion fundraiser. During the event's opening fashion segment, the appreciative

audience was treated to models strolling down the runway in sleek **Nautica** ski wear. Among the highlights of the evening was Earvin "Magic" Johnson, who modeled Chu's innovative athletic wear.

After the show's opening night, the designer spent the following morning preparing for a ride aboard the Falconer 2000, the yacht **Nautica** is sponsoring for the America's Cup Young America team. While Chu admittedly was short on time, he didn't let that get in the way as he reflected on his inspirations, philosophy, and the future of his "performance-driven" empire.

Chu maintained a pleasant demeanor, smiling even while he cleared a table littered with coffee mugs. (He wanted to secure a window view of the Bay from inside the city's St. Francis Yacht Club.) Wearing a **Nautica** ensemble of yellow polo top, khakis, navy blazer, and loafers - without socks - Chu looked ready and eager to take on the day's agenda. (Later, he would change into another **Nautica** outfit more appropriate for sailing the high seas with the Falconer crew.)

The oldest of three sons, Chu maintains a close relationship with his family. While his mother remains in Taiwan, his father travels back and forth between the designer's native country and Manhattan. As often as possible, Chu plays golf with one brother, an interior designer who helped him with the layout of his freestanding **Nautica** stores, both in the U.S. and abroad.

The designer's affinity for Asian art and history, traveling, and the pursuit of conducting his business around the globe have granted him the opportunity to explore his roots.

"If anything, my philosophy and value creating - more than my ethnic background - have affected the way I do things, how I think," Chu said. "In the past four to five years I have revisited China. We've even expanded the business, to include shops in Beijing and Shanghai."

A sign of Chu's success, **Nautica** has opened more than 76 stores internationally. "Because we do leisure and casual wear, **Nautica** is appreciated worldwide," he said.

Chu's international concept is based on the notion that "every country's mentality is different.

"I think the U.S. is so dominant in business because it's always searching for better solutions. That's what I try to do with my clothes. I'm constantly trying to improve on what I've done, yet continue exploring new ideas that are functional," he said.

Chu's philosophy and work ethic have not gone unnoticed. "He's completely down to earth," said one employee who's assisted him for nearly three years. "He takes work seriously, but doesn't treat it as the end-all of life. The bottom line is that he wants to deliver a great product."

According to Chu, the current trend of higher quality, designer athletic wear is due to an increased awareness of physical health.

In a market flooded with other big names such as Ralph Lauren, Tommy Hilfiger, and Calvin Klein - whose ad campaigns seem designed more to generate sexual heat and imagery than convey class and functionality, **Nautica's** signature

ad style - Chu said he doesn't feel any heat from the competition.

"Each label is very different. It's not competing, but more of a complementing of each other," he explained. "We have to have our own point of view and continue doing what we do best. That's what it's all about."

As a final word, Chu offered this "performance-driven" advice to aspiring designers: "Understand the business side or work with someone who does, know the audience you're talking to, and always love what you do."

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GRAPHIC: Photo, David Chu

JOURNAL-CODE: AW

LOAD-DATE: August 17, 2001

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:30 AM EDT

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TIME on your hands The Denver Post October 11, 1996 Friday

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The Denver Post

October 11, 1996 Friday 2D EDITION

SECTION: LIVING; Pg. E-01

LENGTH: 765 words

HEADLINE: TIME on your hands

BYLINE: By Francine Parnes, Denver Post Fashion Editor

BODY:
Marie Antoinette's paramour, who happened to be a member of her palace guard, was in search of a gift to proclaim his undying love. He found the ultimate - a watch that could chime the hours, display the difference between solar and mean time, and show the date, even during leap years.

So the lore goes, according to Modern Jeweler magazine.

The queen was beheaded years before the watch was completed.

You, on the other hand, have the opportunity to possess today a watch fit for a queen.

Modern technology is light-years beyond the time when most watches were designed with utmost simplicity, with plain black numerals on white enamel faces. Thanks to today's inexpensive quartz movements and the decrease in size of watch mechanisms, owning even several high-tech watches is not uncommon.

Designers reason that if you're the sort who has a closetful of shoes and handbags to match your clothing, why shouldn't you have a full complement of watches? They're a lot cheaper, and besides, they're functional.

From Nicole Miller to Guess, Chanel and Dior, nearly every major fashion house is set to sell you a watch.

And if status is your thing, a Swiss-made Gucci cuff watch from Saks comes with a face that reverses to its new "G" logo. Heck, when you're paying $ 550, why mark time discreetly?

"A watch is an accessory now more so than a fine piece of jewelry - though it can be that, too," says Corbin Seitz, Target's consultant. "You change your watch like you change your handbag.

"(In past years) a watch was considered a piece of fine jewelry, and you had it for years. Now people have a wardrobe of watches," she says, "and at $ 25 or $ 30 a watch, you can afford to do that."

Granted, you may not be able to spring for Patek Philippe's brand-new 18-karat yellow gold Annual Calendar, with a patented movement that automatically adjusts for months of 30 and 31 days. It costs $ 17,500, at Hyde Park Jewelers in Tamarac Square.

Still, at Target, "The majority of our watches are in the $ 25 range. You could spend more, but you don't necessarily need to," says Seitz. "They're very accurate because technology has made them that way. Quartz watches are amazingly accurate at any price."

If you're up to spending a little more, "For under $ 100 the finest watch out there is Swatch - they're the most innovative," says Steven Rosdal, co-owner of Hyde Park Jewelers in Cherry Creek and Tamarac Square.

"Swatch has all-around the best product. They make watches that are chronographs, technically advanced for under $ 100."

Rosdal says that the biggest category of watch today is the high-tech, water-resistant sport watch.

"Consumers of the '90s seem to want the kind of product that can go in water and be worn all the time," he says. "They want a product that can go almost anywhere. If they're going to the gym or going swimming, they don't want to have to take it off and go to the locker."

A few words of advice: "Water resistant" means that the case and other outside materials are made so that no dust or water can penetrate. A water-resistant watch should be tested or maintained once a year, says the Federation of the Swiss Watch Industry.

Today's special-purpose timepieces are geared to everything from marathons to bikeathons, sailing, skiing, scuba diving and flying. Timex watches, for example, come with rugged-sounding monikers like Ironman Triathlon, Marathon, Stealth Magnum and Sports Combo. They're multi-dial mini-computers with 100-hour countdown timers and 99-lap counters.

Then there are trendy timepieces that tell more than just time. Consider Joe Boxer's goofy novelty watches with happy faces and ring watches; diver-style watches from **Nautica;** and retro styles from Fossil. They're all at the forefront of the current mix.

Then there are watches that are great if you're 8 and feel like counting the hours with, say, your favorite cartoon characters.

Armitron, a lower-priced watchmaker, for example, has kid-size clear-plastic "jelly" watches, water resistant at $ 20. Choose from Tweety Bird, Bugs Bunny, Crayola, Garfield and Snoopy. They're sold at JC Penney stores.

For kids of any age, Armitron also offers a Looney Tunes "Space Jam" watch collection whose introduction coincides with next month's premiere of the Warner Bros. film of the same name. The collection, $ 25-$ 40 at JC Penney, includes dials with the Looney Tunes characters, as well as Space Jam's Monstars, a basketball team that plays against the Looney Tunes gang. Selected styles are available at the Warner Bros. Studio Store in the Cherry Creek mall.

GRAPHIC: PHOTOS: Fashions

LOAD-DATE: October 11, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:29 AM EDT

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Richmond Bay sports look for changing times The Vancouver Sun (British Columbia) October 15, 1996, Tuesday, FINAL EDITION

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The Vancouver Sun (British Columbia)

October 15, 1996, Tuesday, FINAL EDITION

SECTION: STYLE; Pg. C3

LENGTH: 203 words

HEADLINE: Richmond Bay sports look for changing times

BYLINE: VIRGINIA LEEMING; VANCOUVER SUN

BODY:
You'd hardly think a 27-year-old needs a major facelift, but that's just what has happened at the Bay Richmond store. A cool $ 14 million was pumped into the company's first suburban store, built when Richmond was a township. But today's growing population and cultural mix demanded the department store move on with the times. As a result, the aisles are wider, lighting brighter, and the two-story layout is based on a rotunda.

New additions to the fashion mix are Tommy Hilfiger for Women, **Nautica** and Jones New York (in regular and petitie sizes). Tommy Jeans and Sportswear Collections add a fresh modern look to menswear. A watch boutique carrying popular lines such as Fossil, Boy London, Timberland, Wenger-Swiss Army and Guess has been added as well as Above Average, a boutique stocking fashionable larger sizes. And more emphasis has been placed on small clothing sizes.

You won't have to trek to other Bay stores to get your MAC fix. For those who have been locked in a closet for a few years, MAC is a phenomenally successful Toronto-based makeup and cometics (that's where the MAC comes from) company. Also joining MAC are Perscriptives, CHANEL, Guerlain, Erno Lazlo, and Borghese.

LOAD-DATE: October 16, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:28 AM EDT

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AH, CHU: BLESS YOU, DAVID, FOR ALL YOUR NIFTY NAUTICA CLOTHES St. Louis Post-Dispatch (Missouri) October 17, 1996, Thursday, FIVE STAR LIFT Edition

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St. Louis Post-Dispatch (Missouri)

October 17, 1996, Thursday, FIVE STAR LIFT Edition

SECTION: STYLE WEST; Pg. 12

LENGTH: 591 words

HEADLINE: AH, CHU: BLESS YOU, DAVID, FOR ALL YOUR NIFTY **NAUTICA** CLOTHES

BYLINE: Mary Gottschalk 1996, San Jose Mercury News

BODY:
YOU WON'T SEE fashion designer David Chu in any of his **Nautica** ads. While Calvin Klein and Ralph Lauren are happy to pose, that's not Chu's style.

Neither will you hear Chu bragging about his design talents. Tommy Hilfiger may boast he's one of "the four great American designers for men," but that's not Chu's style.

Chu prefers to let his designs, and $ 300 million a year in sales, speak for themselves.

"The concept is plenty satisfying already, and once in a while I appear in an article. Down the road, eventually, the customer will connect my name with the label," says the 41-year-old New York-based designer.

What Chu is doing is overseeing the **Nautica** empire he launched 13 years ago with six colorful jackets. It's an empire that now includes men's, women's and children's clothing lines, swimwear, shoes, watches, eyewear, fragrances and even a Lincoln-Mercury Villager minivan. On the near horizon is a home collection of sheets, towels and table linens; on the far horizon are home furnishings.

Chu did not set out to create clothes. Born in Taiwan, he came to the United States when his father immigrated here in 1968.ya

"I always liked to draw, and sketching is my forte. I wanted to study architecture, so I took a course at Fashion Institute of Technology and got involved with fashion illustration and design and decided to stay and do clothing," Chu says.

After graduating in 1977, he worked for several apparel companies, including Kayser-Roth and Catalina sportswear. He decided to start his own line in 1983.

Chu chose the name **Nautica** because, he says, "my concept was very classic, active and functional, and nautical ideas came to mind." The "bright, cheerful color blocking" of his initial jackets were reminiscent of signal flags, making them an ideal fit for the **Nautica** name.

While six men's jackets were a very small start, they were a very big hit. "I immediately got adopted into fine stores. My first account was with Barney's, and then I sold to Bloomingdale's and Saks, the three I w anted to do business with," he says.

"We've expanded and expanded and become more total lifestyle," he says. "My design philosophy was to develop a collection with good design, functional details and offering good values. From that point on we've continued to grow."

Chu pays more than lip service to the word "functional," which pops up repeatedly in conversation about clothing.

"I'm technically oriented," he says. "I like things that work and make sense."

To this end, Chu developed Nautex, a waterproof but breathable fabric used for outerwear.

Chu's women's line is a logical outgrowth of the popularity of his men's clothing. He noticed women had no qualms about buying the jackets and fleece pieces to wear themselves, so when the opportunity arose, Chu says he was ready for a licensing agreement with Bernard Chaus Inc.

"I do all the designing and they do the manufacturing," he says. "The philosophy, look and attitude is the same, but our women's wear is slightly hipper, a bit more on the cutting edge. Women tend to be more adventurous in dressing, so I want to evolve quicker in women's wear."

Price is always an important factor to Chu, who says, "I'm trying to offer good quality and good value," so frequently it sounds like his mantra. Men's shirts start at about $ 50, slacks at $ 60 and jackets at $ 200. Women's skirts start at $ 100, dresses at $ 200 and jackets at $ 250. In both areas, the range includes performance sportswear, casual clothes and dressy looks.

GRAPHIC: PHOTO; (1) Photo - Chu started his **Nautica** line for women after noticing that men weren't the only ones wearing his jackets and tops. (2) Photo - Designer David Chu oversees the **Nautica** empire, which he launched 13 years ago.

LOAD-DATE: October 18, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:28 AM EDT

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Out of the Sandbox and Into Fashion, All by Age 7 The New York Times October 20, 1996, Sunday, Late Edition - FinalCorrection Appended

Copyright 1996 The New York Times Company
The New York Times

October 20, 1996, Sunday, Late Edition - Final
Correction Appended

SECTION: Section 1; Page 42; Column 1; Style Desk

LENGTH: 757 words

HEADLINE: Out of the Sandbox and Into Fashion, All by Age 7

BYLINE: By DAVID COLMAN

BODY:
RACHEL SCHOENAU was not happy about being turned down as a model for a Calvin Klein advertising campaign.

"They said I was too young," the petite blonde said dispiritedly, trying on bell-bottom pants at Infinity, a clothing store on Madison Avenue.

That Rachel, who lives in Larchmont, N.Y., is only 7 offered no consolation. For her, fashion is big stuff. Every day before school, she and her best friend, 7-year-old Nicole Sizemore of New Rochelle, N.Y., call each other to confer about what to wear. The labels in vogue now are Stevenson's, Smith's, Betsey Johnson and Le Tout Petite.

For this day's shopping excursion, they were wearing bell-bottoms (Rachel's were plaid, Nicole's black), little zip-neck tops and medallion necklaces.

The girls' idol is Cher, the fashion-obsessed character played by Alicia Silverstone in last year's hit film "Clueless," now spun off as a television show. The movie -- Nicole owns a copy, but Rachel rents it -- has been credited with raising the fashion awareness of the preteen set.

Dick Hauser, the vice president of the children's division of Bloomingdale's, said upscale children's wear "is a rapidly growing business."

Mr. Hauser said his department boasts such designer names as Tommy Hilfiger, Nicole Miller, **Nautica,** Calvin Klein and Ralph Lauren. And next spring, the store will introduce DKNY boys' and girls' lines.

For parents, it isn't always easy watching their little children turn into fashion authorities. "I don't like it," said Rachel's mother, Debra Schoenau. "I'd prefer her to wear things like this," she added, referring to a small gray cashmere cardigan she was holding while her daughter tried on clothes.

Amparo Sizemore, Nicole's mother, wasn't so concerned about her daughter's fashion tastes. In fact, the two have developed a give-and-take relationship through clothes. "We have a deal," Mrs. Sizemore said. "One day, she can wear what she wants, and the other she wears what I want. It works out well."

Other parents have just thrown up their hands. The artist Jennifer Bartlett, who lives in Greenwich Village,

said of her 10-year-old daughter, Alice: "She always has been extremely bossy about the way she looks. I got away with the smock dresses until she was about 6, but then it was over. There are a lot of fashion issues that I'm not up-to-date on, like what T-shirt with what written on it goes with what pair of jeans. It's all lost on me."

For some parents, it can be equally alarming when children's fashion dictates go beyond their own wardrobes. Danielle Bluysen, the owner of the Danielle B. boutique on Lexington Avenue, said she is often dismayed to hear children veto their mothers' choices: "I think, 'What is wrong with these women?' "

Pausing after an afternoon tour at Barneys, Nina Magowan, who lives on the Upper East Side, looked gratified to hear that her bell-bottomed 11-year-old, Olivia, approved of her mother's style, which that day included a Prada sweater and a Max Mara coat. But Ms. Magowan looked less pleased when her daughter added that she wished her mother would not go shopping alone.

"Sometimes she'll buy ugly shoes," Olivia said.

"Like what?" Ms. Magowan wanted to know.

"Those strappy, clunky Mary Janes from Calvin Klein," she replied.

For many 10-year-olds, the luckiest girl must be Bee Shaffer, the daughter of Vogue's editor in chief, Anna Wintour. But Ms. Wintour said that even her own daughter resists any fashion counsel: "She doesn't listen to anything I say. She likes overalls and sweatpants, and she doesn't like dresses. As long as she's happy, that's fine, but occasionally, I would love her to wear a dress."

As far as Ms. Wintour's own wardrobe, she said, her daughter has equally clear ideas. "She's against anything that is in any way revealing. She'd like me to go out like a monk."

Though she has on occasion taken her daughter to fashion shows, Ms. Wintour says she does not like to see children too interested in fashion. "They have their whole lives to get into it," she said.

Ms. Wintour's opinion may not be popular among children, but it may gratify grown-ups, among them President Clinton. In his State of the Union address this year, he advocated that schools require students to wear uniforms as a way to curtail the violence caused by children obsessed with fashion and status.

Nicole Sizemore, for one, was none too happy with the President's suggestion. "I want Bob Dole for President," she said, though she will not be able to vote in a Presidential race until 2008.

CORRECTION-DATE: October 30, 1996, Wednesday

CORRECTION:
An article in the Styles pages on Oct. 20 about children and fashion misstated the name of a children's clothing manufacturer. It is Les Tout Petits, not Le Tout Petite.

LOAD-DATE: October 20, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:26 AM EDT

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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The sporting life South China Morning Post (Hong Kong) November 2, 1996

Copyright 1996 South China Morning Post Ltd.
South China Morning Post (Hong Kong)

November 2, 1996

SECTION: Style; Pg. 6

LENGTH: 280 words

HEADLINE: The sporting life

BYLINE: Kavita Daswani

BODY:
Sportswear is finding its way on to the streets as fashion designers use popular 1990s' leisure activities - golf, roller-blading and skiing - as the inspiration for new collections. **Nautica** of the US incorporates the sunny Californian lifestyle in its seasonal collections of light anoraks originally designed for sailing but now modified for weekend-wear.

East Coast designer Ralph Lauren's Polo Sport line consists of clothing that can move from rock climbing to a restaurant: thermal jerseys, fleeces and blanket jackets are intended to epitomise what Lauren describes as "the American sporting lifestyle". In the region, Royal Sporting House fuses fashion with sport with its retail selections of Dr Martens and Next, Speedo with Tommy Armour.

The trend is as visible in the arenas of both men's and women's fashion: the German house of Escada recently introduced a sports range to the territory through a corner at Seibu. Sleek velour tops, fleece-lined sweat-pants and pastel tennis shirts are designed to be worn "for either sports, lounging around, travelling in, teamed with something more formal for a casual sporty look," said Massimo Suppancig of Escada.

And yesterday, Alfred Dunhill unveiled its premier golf collection which is "performance orientated" as well as being aesthetically pleasing.

Polo shirts, waterproof jackets, anti-roll waistbands on trousers come in attractive dusky blue and earthy olive shades. Alfred Dunhill's regional managing director, Richard Cole, said the golf line was created given the immense growth of the sport in the Asian region. Mr Cole said the collection was "for serious golfers looking for guaranteed excellence".

GRAPHIC: (Photo: Ricky Chung); Before tee-off, opposite page, Gottex wind-stopper in cherry-red ($ 3,995), worn here with white-collared polo shirt ($ 1,295); below, a co-ordinated golfing ensemble in this light red polo shirt with white collar ($ 995), a green and blue checked wind-stopper ($ 4,750) and casual blue trousers ($ 1,495).; Below, a long-sleeved polo in salmon ($ 995), paired with blue striped sweater ($ 1,995) and pale beige trousers ($ 1,695).; Right, pale yellow button-front vest ($ 1,695) teamed with striped polo ($ 995) and linen checked shorts ($ 1,995), and after hours socialising with this polo shirt ($ 995), printed sweater ($ 1,995) and matching shorts ($ 1,695). All from Alfred Dunhill. Stylist: Caroline Nie. Model: David James

LOAD-DATE: November 3, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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Ranking the best small companies in America Forbes November 4, 1996

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November 4, 1996

SECTION: THE FORBES 200 BEST SMALL COMPANIES; Ranking The Best Small Companies In America; Pg. 288

LENGTH: 3621 words

HEADLINE: Ranking the best small companies in America

BODY:

Note: This table may be divided, and additional information on a particular entry may appear on more than one screen

Where they rank				
5-year average ROE	sales	profits	market value	Company
71	99	29	33	Aames Financial
119	182	146	32	ABR Information Services
59	43	24	8	Adtran
196	83	177	182	Ag Services of America
10	66	92	71	Alternative Resources
104	35	105	121	American Homestar
31	76	42	51	Amresco
132	172	175	152	Amrion
188	194	197	185	Analytical Surveys
12	69	70	4	APAC TeleServices
3	51	58	13	Apollo Group
144	32	28	19	Aspect Telecommunications
173	116	113	42	Aspen Technology
86	156	150	188	Autocam
193	186	195	198	Balchem
97	125	40	61	Ballard Medical Products
140	149	124	124	Barra
39	59	157	157	Barrett Business Services
133	135	164	174	Benihana
98	100	50	67	BET Holdings

126	131	61	167	BHC Financial
23	124	62	103	EW Blanch Holdings
35	181	174	153	Bilmple International
68	139	133	163	Brooks Automation
156	61	101	116	Buckle
135	33	65	114	Bush Industries
157	28	97	155	BWAY
101	170	169	168	CFI ProServices
194	34	107	130	CACI International
24	72	69	12	Cambridge Technology Partners
170	148	72	134	Capitol Transamerica
37	84	46	29	Catalina Marketing
152	9	99	129	Cavalier Homes
117	175	158	76	Centennial Technologies
65	86	94	57	Central Parking
14	190	156	122	Chad Therapeutics
51	160	183	151	Champion Industries
87	74	111	49	Ciber
116	96	15	48	Cognex
58	169	125	95	Coherent Communications Sys
81	56	31	135	Cohu
177	173	179	176	Computational Systems
160	29	108	145	Computer Data Systems
94	81	51	14	Concord EFS
75	140	141	160	Conso Products
161	127	151	143	Consolidated Graphics
42	105	1	15	ContiFinancial
150	188	185	91	Cooper & Chyan Technology
178	111	134	144	CorVel
95	119	23	21	Credit Acceptance
54	54	93	162	Crossmann Communities
166	115	126	166	Custom Chrome
184	25	17	70	Dallas Semiconductor
158	178	170	175	Data Research Associates
34	184	144	111	Datastream Systems
141	103	95	127	Day Runner
83	176	189	197	Decorator Industries
20	26	5	60	Department 56
198	114	96	123	DH Technology
66	60	57	59	Dialogic
123	180	165	183	Elantec Semiconductor
43	57	14	106	Electroglas
134	36	6	9	Electronics for Imaging

4	23	128	55	Employee Solutions
50	138	127	65	Encad
8	109	137	148	Equity Marketing
27	73	12	46	ESS Technology
142	58	129	170	Essef
110	88	71	69	Fair, Isaac & Co
55	31	33	7	Fastenal
22	177	191	172	First Commonwealth
136	22	18	3	FORE Systems
121	121	152	93	Gadzooks
17	197	199	190	Game Financial
124	93	43	34	Gentex
155	70	45	47	Global Industries
174	5	34	87	Hadco
105	75	118	156	Harmon Industries
79	39	2	10	HealthCare Compare
118	46	47	54	Heartland Express
45	80	36	98	Helix Technology
49	144	91	77	Jack Henry & Associates
62	118	136	142	Hirsch International
89	122	145	192	Home State Holdings
145	152	90	147	Innovex
179	15	13	16	Input/Output
25	164	79	39	INSO
169	142	87	27	Jones Medical Industries
38	130	159	199	JW Charles Financial Services
21	95	104	102	Kenneth Cole Productions
197	147	180	159	Key Energy Group
28	146	140	118	Knight Transportation
114	200	196	193	Koala
176	91	102	104	Kronos
63	89	88	52	Landry's Seafood Restaurants
162	49	11	44	Lattice Semiconductor
164	126	130	181	LCS Industries
128	128	89	75	Level One Communications
189	17	54	125	Life USA Holdings
84	10	4	24	Lincare Holdings
111	97	147	131	Longhorn Steaks
185	145	114	105	Lunar
109	27	41	80	Lydall
19	98	22	5	McAfee Associates
163	37	49	109	McDonald & Co Investments
102	71	59	41	Medic Computer Systems

15	13	7	64	Medusa
99	64	38	45	Mentor
153	183	162	128	Meridian Diagnostics
129	19	78	126	Merrill
107	199	198	196	Mesa Laboratories
127	7	27	43	Methode Electronics
2	141	181	186	Metrotrans
137	16	10	18	Microchip Technology
9	90	119	62	Miller Industries
46	196	194	195	Mity-Lite
78	12	26	92	Morgan Keegan
190	165	172	180	Motorcar Parts & Accessories
53	65	53	53	National Instruments
147	162	188	97	National TechTeam
76	174	171	112	Natural MicroSystems
56	40	80	79	Nature's Sunshine Products
154	2	20	17	**Nautica** Enterprises
61	14	52	100	NCI Building Systems
199	50	21	31	Network General
180	134	135	113	NFO Research
13	133	84	117	NN Ball & Roller
139	179	182	187	Nobility Homes
67	191	200	200	Nortech Systems
191	38	67	81	O'Reilly Automotive
7	48	9	11	Oakley
72	143	163	132	On Assignment
5	158	161	154	OnTrak Systems
60	155	98	169	Opal
41	11	82	28	Papa John's International
175	47	64	72	Paxar
195	78	83	150	Penn Engineering & Mfg
165	8	16	1	PeopleSoft
40	192	184	184	Performance Technologies
90	77	122	50	PMT Services
47	110	73	120	Poe & Brown
112	24	153	146	Pomeroy Computer Resources
73	168	109	99	Pre-Paid Legal Services
125	193	155	179	Prima Energy
74	153	117	78	Project Software & Development
182	42	48	35	Regal Cinemas
130	18	25	84	Regal-Beloit
69	123	142	165	RehabCare Group
18	159	103	20	Remedy

183	107	76	138	Republic Group
122	52	132	139	Res-Care
159	102	74	73	Respironics
106	67	66	30	Rexall Sundown
103	104	115	149	Right Management Consultants
57	151	176	85	Romac International
32	44	32	38	Roper Industries
11	157	116	90	RTW
70	30	100	74	Rural Metro
1	92	55	66	Safeskin
44	62	39	36	St John Knits
131	166	193	140	SCB Computer Technology
181	1	63	119	Scotsman Industries
26	137	138	115	Seattle FilmWorks
192	171	120	22	Security Dynamics Technologies
91	163	148	164	Seda Specialty Packaging
77	154	139	89	Serologicals
151	63	68	110	Simpson Manufacturing
186	117	121	136	Sinter Metals
30	189	160	171	Smith Micro Software
171	112	75	58	Sodak Gaming
48	45	19	37	Sofamor Danek Group
148	85	77	83	Sonic
88	120	186	178	SOS Staffing Services
6	21	85	101	Southern Energy Homes
16	132	44	26	Speedway Motorsports
100	187	166	189	Stephan
113	53	56	25	Steris
138	4	106	173	Sterling Electronics
172	6	8	6	Synopsys
82	198	187	158	Synthetech
85	161	123	107	Techne
167	87	60	96	Tecnol Medical Products
187	113	167	133	Tessco Technologies
93	55	112	86	Tetra Tech
96	185	192	191	Timberline Software
120	20	30	2	Total System Services
33	41	35	68	Toy Biz
92	106	173	94	Ultrak
64	167	178	161	UniMark Group
146	129	154	108	United Dental Care
29	3	37	40	United Video Satellite Group
80	82	86	82	Urban Outfitters

36	94	131	56	USA Detergents
115	136	168	177	Varsity Spirit
143	150	190	194	Vaughn Communications
200	101	110	141	Viewlogic Systems
168	79	81	88	Vitalink Pharmacy Services
149	108	149	63	Wackenhut Corrections
108	68	3	23	Watson Pharmaceuticals
52	195	143	137	Wireless Telecom Group

Company	Exchange	Ticker symbol	5-year average return on equity
Aames Financial	n	AAM	24.3%
ABR Information Services	o	ABRX	19.4
Adtran	o	ADTN	26.0
Ag Services of America	o	AGSV	14.6
Alternative Resources	o	ALRC	45.5
American Homestar	o	HSTR	20.3
Amresco	o	AMMB	31.2
Amrion	o	AMRI	18.6
Analytical Surveys	o	ANLT	15.0
APAC TeleServices	o	APAC	42.7
Apollo Group	o	APOL	77.7
Aspect Telecommunications	o	ASPT	17.7
Aspen Technology	o	AZPN	15.5
Autocam	o	ACAM	22.4
Balchem	a	BCP	14.8
Ballard Medical Products	n	BMP	20.7
Barra	o	BARZ	17.9
Barrett Business Services	o	BBSI	29.6
Benihana	o	BNHN	18.6
BET Holdings	n	BTV	20.6
BHC Financial	o	BHCF	18.8
EW Blanch Holdings	n	EWB	34.5
Blimpie International	o	BMPE	30.4
Brooks Automation	o	BRKS	24.5
Buckle	o	BKLE	16.8
Bush Industries	n	BSH	18.5
BWAY	o	BWAY	16.8
CFI ProServices	o	PROI	20.5
CACI International	o	CACI	14.8
Cambridge Technology Partners	o	CATP	34.2
Capitol Transamerica	o	CATA	15.6
Catalina Marketing	n	POS	29.7

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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LUETTGENS TRIES ON SOME TOP DESIGNERS Hartford Courant (Connecticut) November 9, 1996 Saturday, STATEWIDE

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Hartford Courant (Connecticut)

November 9, 1996 Saturday, STATEWIDE

SECTION: BUSINESS; Pg. F1

LENGTH: 673 words

HEADLINE: LUETTGENS TRIES ON SOME TOP DESIGNERS

BYLINE: DEEDEE SEGEL; Courant Staff Writer

BODY:
Tommy, Calvin and Hugo have become regulars at Luettgens Ltd.

During the past year, the Civic Center Mall store has added such top designers as Hilfiger, Klein and Boss to its selection to attract more customers and boost sales and profitability.

"We're going to the next level of what we currently carry," Luettgens' president, Jack Gness, said Friday. "We're finding the customer is willing to pay a little more for better value. And you've got to have what the customer wants."

That is especially important in Hartford, where corporate downsizing has greatly reduced the number of downtown workers. Now more than ever, Luettgens -- a combination specialty and department store -- must key into what its customers want.

Gness said such high-end designers don't usually deal with smaller department stores. But last year, he finally convinced the Tommy Hilfiger vendor that 65,000 people work in downtown Hartford and that Luettgens is the only department store near them. Soon afterward, other vendors did the same.

So, although the store still carries suits in the $200 to $600 range, it also carries those that cost $1,000. Along with Hugo Boss, some of the latest additions include Valentino, Mani by Giorgio Armani and CK by Calvin Klein.

Last year, the most expensive tie the store carried was a J.S. Blank, at $55. This year, high-end ties by Valentino, Giorgio Armani, Calvin Klein and Burberry run as high as $90. Already, the strategy is beginning to work. Since last year, Luettgens' men's sportwear business has tripled, Gness said. Along with Tommy Hilfiger, the store now carries **Nautica,** CK jeans by Calvin Klein and Polo jeans by Ralph Lauren. In March, Luettgens will get the full line of Polo sportswear.

At the same time, the store is carrying several lines more commonly found in smaller specialty stores. Those include Joseph Abboud, Raffi and Tricot St. Raphael.

"We have to do the best the specialty stores do, and we have to do the best the department stores do," he said.

Same is true in the women's department.

The store has had Jones of New York and Givanni for years. But in 1994, it began carrying the popular department store line Dana Buckman. Just last year, it added Eileen Fisher and this past spring it took on Sarah Arizona -- both of which are more commonly found at specialty stores.

Rae Donnelly, a longtime Luettgens sales associate, said the store's customers want apparel they can wear to work or on the weekend. They want something they can mix and match and not look like their colleagues. And that, Donnelly said, is what the new lines offer.

A new buyer in the women's department is still working on the merchandise expansion, which is expected to be completed next year with even more well-known labels that Gness did not want to disclose for proprietary reasons.

Overall, Gness is hoping that the merchandise expansion will attract more downtown workers, as well as suburbanites, to the store. He would not share the company's sales goal, but said he would like to see the number of regulars grow 50 percent, to 30,000, from the current 20,000.

"There are still so many people downtown," Gness said, "who don't know we offer what we offer."

The remerchandising is not only expected to benefit Luettgens, but also the mall as a whole.

George Naito, who manages the mall for LaSalle Partners Ltd., said anything that helps sales and profitability -- which is Gness' intention -- will increase mall traffic and help other retailers.

"Stores feed on each other's customers," he said. "Shoppers go to one store as a destination and pick up other things when they pass by other stores."

The changes in the women's department, he said, are especially important for women shoppers, who recently lost AnnTaylor, a higher-end clothing store.

"We've always talked about a vacuum AnnTaylor's departure created and how retailers such as Luettgens or Casual Corner can fill that vacuum," Naito said. "If Jack is trying to fill that vacuum, it's a great idea."

GRAPHIC: PHOTO: COLOR, Kathy Hanley / Special to The Courant; * Vo Truong, of New Britain, looks over jackets by **Nautica** Friday afternoon at the Luettgens Ltd. department store at the Civic Center Mall downtown. Luettgens has been adding top designers to its selection of men's and women's clothes in a bid for more shoppers.

LOAD-DATE: November 11, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:20 AM EDT

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NEIGHBORHOOD REPORT: SHOPPING AROUND -- AUCTIONS AND SAMPLE SALES;Holiday Bargains With a Twist The New York Times November 17, 1996, Sunday, Late Edition - Final

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The New York Times

November 17, 1996, Sunday, Late Edition - Final

SECTION: Section 13; Page 23; Column 1; The City Weekly Desk

LENGTH: 26 words

HEADLINE: NEIGHBORHOOD REPORT: SHOPPING AROUND -- AUCTIONS AND SAMPLE SALES; Holiday Bargains With a Twist

BYLINE: By MONIQUE P. YAZIGI

BODY:
Though retail stores are beginning early holiday sales, other places sometimes offer better bargains and more unique merchandise. MONIQUE P. YAZIGI

GRAPHIC: Charts: "AUCTIONS'

Auctions don't sell only famous paintings for millions of dollars. They can also be sources of inexpensive furniture, hard-to-find books, silver (frames, pitchers) and collectables. A few tips: Always examine the merchandise at the preview (usually the day before the auction). Establish a firm price limit and don't go beyond it even if budding gets heated. Bring a checkbook, although many auctions now accept credit cards.

Sotheby's Arcade -- 1334 York Avenue at 72d Street

When Tuesday, Nov. 26, 10:15 A.M. and 2 P.M.

What Furniture and decorations.

Prices From about $100 to $5,000.

Tepper Galleries -- 110 East 25th Street, between Park and Lexington Avenues.

When Saturday, Nov. 23, 10 A.M.

What Estate merchandise, books (on the fourth floor) and porcelain, jade and ivory from the Orient.

Prices $10 to several hundred

William Doyle Galleries -- 175 East 87th Street, between Lexington and Third Avenues.

When Treasure auction, Monday, Dec. 2, 10 A.M.

What Furniture, china, silverplate, lamps, paintings.

Prices $1 to $1,000 or so.

When Annual Christmas gift auction, Wednesday, Dec. 4, 6 P.M.

What Assorted silver, candlesticks and crystal items.

Prices $50 to several thousand.

Christie's East -- 219 East 67th Street, between Second and Third Avenues

When Wednesday, Nov. 20

What Patent models (small models of inventions).

Prices About $200 to $3,000

"SAMPLE SALES"

Many of these sales are kept secret so the retailer or designer may not acknowledge having one if called or may change the location or cancel the sale if too many people find out about it. This sampling of sales is from The S & B Report, the monthly guide to sales and bargains:

HUGO BOSS (718) 767-9296

Menswear. Suits retail for more than $1,000.

Prices Wholesale (half of retail) and below.

Where 560 Seventh Avenue, at 40th Street, 2d floor.

When Monday to Thursday, 9 A.M. to 6:30 P.M., Friday, 9 A.M. to 5 P.M.

ANNE KLEIN HANDBAGS (212) 594-4770

Leather handbags and accessories like belts and bags.

Prices $2 to $140.

Where 330 Fifth Avenue, between 32d and 33d Streets, 8th floor;

When Thursday and Friday, 10 A.M. to 3 P.M.

NANCY KOLTES FINE LINENS and SCANDIA DOWN (212)995-9050

Closeouts of comforters, pillows, bed and table linens (no towels).

Prices Below wholesale.

Where 900 Broadway, at 20th Street, suite 201.

When Monday to Friday, 9:30 A.M. to 5:30 P.M., Saturday, 11 A.M. to 5 P.M.

FASHION RESCUE (212) 836-1776

More than 700 vendors including Calvin Klein, Dana Buchman, Baby Guess, Ellen Tracy, Jones New York, **Nautica,** Polo and Tahari, Timberland and Tommy Hilfiger. Proceeds go to the United Jewish Appeal

Federation of New York.

Prices Wholesale and below.

Where Sheraton New York, Seventh Avenue and 52d Street

When Sunday, Nov. 24 to Dec. 1. Sundays, 10 A.M. to 7:30 P.M., Monday to Wednesday, 8:30 A.M. to 7:30 P.M., Friday, 8:30 A.M. to 3:30 P.M. Closed Thursday and Saturday.

LOAD-DATE: November 17, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:19 AM EDT

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IT'S TIME TO LEARN MORE ABOUT TODAY'S WATCHESLIVING SMART Fashion Savoir-Faire The Oregonian (Portland, Oregon) November 20, 1996 Wednesday

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The Oregonian (Portland, Oregon)

November 20, 1996 Wednesday
SUNRISE Edition

SECTION: LIVING; Pg. E05

LENGTH: 360 words

HEADLINE: IT'S TIME TO LEARN MORE ABOUT TODAY'S WATCHESLIVING SMART Fashion Savoir-Faire

BYLINE: PHIL ROMANS, of The Oregonian staff Los Ange

BODY:

Wednesday, November 20, 1996 IT'S TIME TO LEARN MORE ABOUT TODAY'S WATCHES

LIVING SMART Fashion Savoir-Faire

If you're shopping for a sport watch, but are confused by all the ``thing-a-ma-jigs'' and ``doo-hickeys'' and don't know what functions you really need, here are some terms to know: CHRONOGRAPH: A stopwatch. CHRONOMETER: A timepiece that meets specific high standards of accuracy set by an official watch institute in Switzerland. COMPLICATIO: Any additional function of a watch above and beyond telling time. FLYBACK HAND: A secondhand on a chronograph that can be used to time laps. SAPPHIRE CRYSTAL: A highly scratch-resistant ``glass'' that covers the watch face. SCREW-LOCK CROWN: A crown screwed in to the watch case to make the watch watertight. STOP WATCH: A watch with a secondhand to measure intervals of time. TACHYMETER: A device that computes the speed at which the wearer has traveled over a measured distance. TOTALIZER: A mechanism that keeps track of elapsed time and displays it. WATER RESISTANCE: The ability to withstand splashes of water. SHOCK RESISTANCE: The ability to withstand shocks that come with regular movement of the wearer's wrist.

For a free brochure, ``Timely Tips,'' send a self-addressed, stamped envelope to : Federation of the Swiss Watch Industry, 608 Fifth Ave., New York, N.Y. 10020. -- Phil Romans

'70s look extends at least another year into the '90s

If you like the '70s look that is popular now, you have at least another year to be in style.

Passport '96, the most star-laden and theatrical runway show in Los Angeles this year, featured enough leopard prints, feather boas and platform shoes to outfit a disco's entire clientele. Other trends spotted in the show, a benefit for AIDS-related services and research, were military-style lines accented by brightly colored tights, open shirts for guys, big hair and ``geek chic'' looks mixing variant patterns. Featured designers included Vivienne Tam, Mossimo Giannulli and **Nautica's** David Chu.

-- Los Angeles Daily News

ILLUSTRATION: Photo

The following fields overflowed: BYLINETITLE = of The Oregonian staff

Los Angeles Daily News <

LOAD-DATE: April 6, 2006

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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Brothers who sold counterfeits sentenced They're assessed $ 1 million fines, prison time THE DALLAS MORNING NEWS November 23, 1996, Saturday, HOME FINAL EDITION

Copyright 1996 The Dallas Morning News
THE DALLAS MORNING NEWS

November 23, 1996, Saturday, HOME FINAL EDITION

SECTION: NEWS; Pg. 37A

LENGTH: 500 words

HEADLINE: Brothers who sold counterfeits sentenced They're assessed $ 1 million fines, prison time

BYLINE: Bill Lodge, Staff Writer of The Dallas Morning News

BODY:
Brothers Sun Ho Kim and Chul Ho Kim became remarkable success stories after they moved from Korea to Dallas in the early 1990s.

Since 1993, they have collected more than $ 6 million from the sale of athletic wear at bazaars and discount stores.

But much of that clothing bore the counterfeit trademarks of well-known companies, such as Nike, Guess, **Nautica,** Polo and Tommy Hilfiger. Now, both men face lengthy prison terms and million-dollar fines.

On Friday, U.S. District Judge Jerry Buchmeyer sentenced Sun Kim to 71 months' imprisonment and fined him $ 1 million. Chul Kim received a 57-month prison term and $ 1 million fine.

"If I were up on Harry Hines Boulevard pushing counterfeit trademark goods, I'd be real concerned about my future," Assistant U.S. Attorney Thomas Hamilton said after the sentencing hearing.

Mr. Hamilton noted that evidence produced by the FBI during the brothers' trial in September revealed: "Harry Hines has a national reputation for being a place where these kinds of things are done."

Jack Manning, attorney for the brothers, told Judge Buchmeyer that the Kims simply did not realize they were committing crimes when they sold the counterfeited clothing. He said their actions reflected distinct cultural differences. And he argued that no losses actually resulted from sale of the knockoff shirts, caps, shorts, jackets and sweat suits.

Noting that many of the counterfeited items were sold by the Kims from a store in the Big T Bazaar, Mr. Manning said: "The people who go to Big T Bazaar are not looking for the authentic items."

"It is absurd," Judge Buchmeyer said of Mr. Manning's argument.

"What you are arguing is that the trademark laws should be thrown out."

Mr. Manning countered that trademark laws in Korea are much less restrictive than those in the United States.

"It's almost like there were two realities," Mr. Manning said.

"They could not believe that America would make selling clothing a crime."

Counterfeiting anything "is just absolutely wrong," Judge Buchmeyer replied. "The argument that there is no loss at all is asinine."

Chul Kim, who sobbed through much of the hearing, promised through an interpreter that he would immediately return to Korea if he were allowed to remain out of prison.

Sun Kim, also speaking through an interpreter, asked the judge to "give me one more chance."

Sun Kim added that: "My brother had nothing to do with my operation. It was all my fault."

Judge Buchmeyer noted that both men ignored two previous court orders prohibiting the sale of counterfeited items. He also said more than $ 3 million had passed through one brother's bank accounts while more than $ 2 million was deposited in the other's accounts.

The judge then sentenced both men, who have remained in custody since September, to the maximum terms permitted by federal guidelines.

Sun Kim must serve at least five years before he can petition for an early release. Chul Kim must serve at least four years.

LOAD-DATE: November 24, 1996

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TRUMP STAKING OUT A BEACHHEAD IN DOMINICAN REPUBLIC Daily News (New York) November 24, 1996, Sunday

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Daily News (New York)

November 24, 1996, Sunday

SECTION: Gossip; Pg. 14

LENGTH: 979 words

HEADLINE: TRUMP STAKING OUT A BEACHHEAD IN DOMINICAN REPUBLIC

BYLINE: BY GEORGE RUSH AND JOANNA MOLLOY with Baird Jones

BODY:
How long can it be before the Dominican Republic is formally annexed as a borough of New York? First, Mayor Giuliani and Police Commissioner Howard Safir announce NYPD cops are headed to the island nation to stanch the drug flow. Now we hear that Donald Trump may build a casino resort there.

Bronx-born Dominican President Leonel Fernandez is said to be dangling prime acres of oceanfront in front of the developer. The two met recently in New York, and word is that Trump and Forum Club chief Bill Fugazy will fly next month to the island to inspect the property, play golf and stay at the Presidential Palace.

"I might," says El Donald, downplaying the visit as "nothing of great urgency."

Elsewhere on Planet Trump, publicist/nemesis Chuck Jones is seeking to overturn a protection order that keeps Jones away from Trump Tower, but also, he says, away from his dentist, Dr. Jerry Lynn. Jones says that, while incarcerated on Rikers Island, he broke several teeth when he bit into some bony chicken. Inevitably, Jones says: "That, too, will be the subject of litigation."

PURPLE HAZE OVER PRINCE STORIES

The Artist Formerly Known As Prince and his reps are refusing to comment on tabloid reports that the singer and his wife, Mayte, have lost their first baby.

The 5-pound boy was born in October, two months premature, and died after several days, according to stories in The Globe and National Enquirer. Prince's lawyer, Londell McMillan, would neither confirm nor deny the stories.

"I am not in a position to say one way or another," McMillan told us. "Children shouldn't be subject to [media scrutiny]."

However, the singer's father did confirm the death, according to The Globe, which quotes John Nelson as saying, "It's a tragic, terrible thing."

The couple is said to be heartbroken by the death and determined to try for another child.

BO KNOWS BUCKS

Private eye Bo Dietl is doing well for himself. Too well, some say.

Dietl did a bangup job helping the United Brotherhood of Carpenters pry loose mob-linked District Council President Frederick Devine, who was indicted last month on charges of stealing at least $ 250,000 in union funds.

But union officials reportedly are stunned by the cost of Dietl's crowbar. "He billed the union for close to $ 2.5 million," claims one source. "They feel he took advantage of them."

District official Jim Slebiska argues that the $ 2.5 million figure "is way off-base" and that he hasn't heard any griping. Dietl will say only that the bill is over $ 1 million: "Obviously, it's going to cost you when you hire 50 armed men to take over a building for a week."

Dietl is so flush that he's taking over the entire top floor of 42d St.'s old Daily News Building for his new offices. His memoir, "One Tough Cop," is finally getting made into a movie, starring Amy Irving, Chris Penn and Mark Wahlberg, who plays Dietl. The guy gets honored tomorrow by the South Queens Boys and Girls Club in Howard Beach.

ITEMIZING

Singer Grace Slick will give all the details on her bid to dose Richard Nixon with LSD in her new memoir "Go Ask Alice: I Think She'll Know." Slick, who's getting $ 1 million from Warner Books, says the Secret Service foiled the acid trip she'd hatched with Abbie Hoffman. But Slick, who's repped by David Vigliano and Maureen Regan, was successful at making lovers out of Jim Morrison and all but one of her Jefferson Airplane bandmates ...

Conservative Deputy Mayor Ninfa Segarra has some interesting family values, according to the Intelligencer in New York magazine. The mag claims that Segarra has been living with one Larry Allison for 10 years, even though she may still be married to Jose Segarra, a former high-school principal. And now, the mag claims, Segarra has moved out on Allison. She's been thisclose, as we first reported, with former Good Day New York reporter Felipe Luciano. Segarra "does not comment on personal stories," her staffer told The News...

Graceland will be closed for the first time ever on both Christmas Eve and Christmas Day. Reason: Lisa Marie Presley will need her daddy's pad to remarry Danny Keough, according to "USA Live" commentator Tad Low.

Jimmy Nederlander Jr., who as predicted here weeks ago just took over as head of his family's theater chain, is splitting with wife Tina.

HOLIDAY SPIRIT

Here's a good reason to go shopping, as if you needed one. Ralph Lauren, Tommy Hilfiger, Calvin Klein, Liz Claiborne, Timberland, **Nautica** and others have donated thousands of items of apparel (men's, women's and children's) and accessories to Fashion Rescue, the deep-discount shopping spree at the Sheraton that starts today. Fashion Rescue was started during the Gulf War by the UJA-Federation to help refugees; now that it's peacetime, they'll donate 88 cents of every dollar to fight AIDS and breast and ovarian cancer.

SURVEILLANCE

Barbra Streisand, at Elaine's, asking to be exiled from a prime table to backroom Siberia. The diva dined with Miramax' Harvey Weinstein, his wife, Eve, and "English Patient" director Anthony Minghella ...

"Baywatch" star David Hasselhoff, at Nosidam, handing out pre-signed photos of himself in a swimsuit ...

Milos Forman, director of "The People vs. Larry Flynt," must be feeling confident about an Academy Award nod. He's already been measured for his Oscar tux at Piero Dimitri ...

Luther Vandross, who has said his weight fluctuates with his love life, looking romantically chunky at the opening of the Soul Cafe at 42d and Ninth on Thursday night. Also there: Malik Yoba, the Rev. Al Sharpton, Pepa, Nick Ashford and Valerie Simpson and Motown CEO Andre Harrell ...

Denzel Washington getting rid of that extra flab at Equinox on Wednesday morning. Stacey Keach working up a sweat doing bench presses at World Gym. ...

Notes: http://www.mostnewyork.com

GRAPHIC: ARNOLD MAGNANI QUINCY'S JONES: Music legend Quincy Jones remains a connoisseur of fine blonds. Following in the footsteps of Peggy Lipton, Nastassja Kinski and Vendela, model Julia Valet showed up on Q's arm at a Young Audiences benefit Thursday. IN THE NAME OF THE FATHER: John Kennedy Jr. remembered President Kennedy on Friday, the 33rd anniversary of his assassination. Carolyn Bessette-Kennedy accompanied her husband to church. GIDDY ON THE MIDWAY: Rosie O'Donnell and Mariah Carey capered through the make-believe amusement park Thursday at the Fresh Air Fund's "Greetings From Coney Island" benefit at the Seventh Regiment Armory.

LOAD-DATE: November 25, 1996

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Clothes Make a Comeback; After Years of Slow Sales, Apparel Is the Hot Holiday Gift The Washington Post November 28, 1996, Thursday, Final Edition

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The Washington Post

November 28, 1996, Thursday, Final Edition

SECTION: FINANCIAL; Pg. E01

LENGTH: 1013 words

HEADLINE: Clothes Make a Comeback; After Years of Slow Sales, Apparel Is the Hot Holiday Gift

BYLINE: Margaret Webb Pressler, Washington Post Staff Writer

BODY:
Don you now your gay apparel and don't forget to grab your hats -- and rich suede gloves and downy cashmere scarfs and anything at all with a designer label. Holiday shopping circa 1996 is about clothes, clothes, luxurious clothes. And merchants say it's about time.

In nationwide surveys and at area malls, consumers are putting apparel, jewelry and accessories back at the top of their gift lists, especially items made of soft, plush fabrics such as fleece, chenille and velour. For the past three years, apparel sales have unraveled like an old Christmas sweater, but this time retailers say they are feeling the ho-ho-ho in their holiday clothing sales.

Women's fashion, for instance, is doing "much better," according to Hecht's spokeswoman Nancy Chistolini. "It's more interesting looking and it's certainly been helped by the names of Ralph Lauren, Tommy Hilfiger and **Nautica.** Those designers have been doing very well in the men's area and crossed over into women's, and that's been a big boost."

It's a far cry from the recent past. Just 12 months ago, if shoppers weren't hunting for homey, comforting presents such as books, candles and massagers, they were spending on computers and electronics. In fact, in the first five years of this decade, sales at appliance, electronics and computer stores in November and December were climbing by an average of 10 percent after adjusting for inflation, according to the Commerce Department, while apparel sales inched ahead only 0.4 percent, on average. In a twinkling, clothes have become king.

"That's true, unfortunately," said Brad Anderson, president of consumer electronics retailer Best Buy Co., which is based in Minneapolis and has nine stores in the Washington area. Anderson said computers "aren't doing particularly well," and sales of consumer electronics such as TVs, VCRs and stereos "are also not terribly vibrant." Smaller items though, such as CDs, some personal electronics and computer software, are selling better at the chain's 272 stores.

It's Anderson's theory that people have bought so many high-tech products in past years that the market has hit a temporary saturation point. And other than the Nintendo-64 system -- which is selling well everywhere -- there's not much that's new, he said.

A National Retail Federation survey of 1,000 consumers shows the shopping shift: While 22 percent of the consumers said they would buy electronics and only 6 percent mentioned computers, 59 percent planned to buy women's clothes this year as gifts.

"Clothes, fashionable clothes," is what Mark Neuman, 34, said he was buying while walking around the Fashion Centre at Pentagon City in Arlington last weekend. "It's what my girlfriend wants most."

Neuman, who works in international trade in the District but commutes to his home in Illinois, said he bought gadgets and electronics in previous years, but he's decided clothes are more rewarding presents because you can see people wearing them. "If you make someone look good, it's a winner," he said.

New citrus and jewel tone colors on winter clothes and brown as an alternative to black, along with the soft, rich fabrics are stimulating shoppers, retailers said. Other trends, such as zippers on everything, wide-leg pants and animal prints, also have charged fashion sales.

"People are saying, 'Finally, there's a little bit more for customers to buy,' " said Bob Mettler, president of merchandising for Sears, Roebuck and Co. "Women's ready-to-wear is suddenly more attractive."

Shoppers are brand conscious this holiday season -- expensive fashion and leather goods by designers such as Gucci, Prada and Ferragamo are making an '80's-style comeback. And almost every high-end retailer has a best-selling humidor this year -- feeding the already burning popularity of cigars, which analysts say is emblematic of shoppers' desire for luxury. At Saks Fifth Avenue, you can buy one for a mere $ 2,250 -- and it's a best-selling item.

"This Christmas is going to be all about status and luxury goods at Saks," said Lori Rhodes, a spokeswoman for that New York-based department store chain. Cashmere sweaters and robes, for example, also have been big sellers.

Even at discount stores such as Target, shoppers are buying dressier, more elegant clothes and home decor items. Susan Eich, a spokeswoman for Dayton Hudson Corp., Target Stores' parent company, called the theme for this Christmas "anti-casual."

"It's almost the idea that things may have gone too far in the other direction and now I'm willing spend more," she said.

Coziness and comfort are the prime ingredients at all price points this year. Slippers, fleece throws, flannel pajamas and the like are selling fast at Sears, Wal-Mart, Target, J.C. Penney, Hecht's and many other chains. Cool weather across the country this month has only boosted those sales, analysts said.

Of course, retailers of all kinds report that shoppers are snapping up spotted goods like, well, Dalmatians snatching Milk-Bones. Something to do with a new movie, they say.

Retailers know all this now because shoppers are starting their gift buying earlier this year, due in part to a late Thanksgiving and an early Hanukah. With so much buying activity already underway, many retailers and analysts are predicting sales increases in November and December in the mid-single digits, compared with a decline of almost 4 percent in the same period last year.

"This is going to be the best Christmas of the '90s," said retail analyst Alan Millstein of New York. "There is excessive purchasing going on the likes of which I haven't seen since the mid-1980s."

The early start also means -- and this is the bad news -- that retailers won't panic at the last minute and slash prices, hoping to whip reluctant shoppers into a shopping frenzy, the analysts say.

"What we're probably in store for is an orderly holiday selling period," said Tom Tashjian, managing director at Montgomery Securities in San Francisco. "And it's the first one we've had in a long time."

GRAPHIC: Illustration; ch, THE APPAREL IS SOFT, THE SALES ARE NOT In the past five years, apparel and

accessory stores had mostly disappointing holiday selling seasons, while computer, appliance and electronics sales generally were strong . . . (Five-year average) Computer, appliance and electronics stores 10.1 percent Apparel and accessory stores 0.4 percent . . . but this season retail experts say plush clothes will be the big sellers, while computer and electronics sales will slacken. Q. How popular do you believe that each of the following merchandise categories will be for gifts this season? * (Percent of analysts who said the following will be extremely popular gifts) Clothing 1995 10% 1996 67% Computers 1995 100% 1996 23% Electronics 1995 43% 1996 12% Toys 1995 14% 1996 59% * From the International Council of Shopping Centers 1996 survey of retail and retail real estate stock analysts on holiday shopping. Fifty analysts responded to the survey. SOURCES: Commerce Department, International Council of Shopping Centers Faux fur from Sears; fleece blanket, Dalmatian and slippers from Hecht's.

LOAD-DATE: November 28, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
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The secret of turtlenecks?Fancy or casual, they always work Rocky Mountain News (Denver, CO) October 27, 1996, Sunday

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Rocky Mountain News (Denver, CO)

October 27, 1996, Sunday

SECTION: SPOTLIGHT; Ed. F; Pg. 12D

LENGTH: 451 words

HEADLINE: The secret of turtlenecks?
Fancy or casual, they always work

BYLINE: Suzanne S. Brown

BODY:
Whether you're 8 or 80, a modish dresser or a conservative diehard, there's one item that's likely to have a place in your wardrobe for fall - the turtleneck.

Top designers showed it with suits for the office and in velvet for evening. The turtleneck is true to its sporty roots when worn with leggings and a polarfleece vest or with jeans and a sweatshirt.

"It's the key underpinning for the season," says LaVelle Olexa, vice president for fashion at Lord & Taylor in New York. She thinks the collar looks best when it has high, slim funnel neck.

A true turtleneck has a high band collar that folds over at least once, but women who don't like all that material favor mock turtlenecks with standup collars. Another variation is the looser cowl neck, which is making something of a comeback.

You'll find turtlenecks in every material from silk to ribbed knits in wools and blends, as well as wools mixed with stretchy fibers.

For some people, only a cotton turtleneck will do. Lands' End is one of those companies that continue to tamper with the design, churning out new and improved versions. For fall, it is offering turtlenecks in 16 colors and 15 sizes of men's, women's and big and tall versions. The garment comes in six different neck sizes, depending on the size of the shirt, and sells for $ 17.

Those with much more to spend are snapping up turtlenecks in cashmere. Max Martinez, owner of Max in Cherry Creek and Boulder, says he has had no trouble selling $ 250 mock short-sleeve cashmere styles in vibrant colors. "It's a big sweater season," Martinez says.

Women looking for updated styling will find turtlenecks with zip fronts. While most sweaters are meant to be tucked in, you'll also find longer ones that look good over pants or skirts.

The turtleneck is a wardrobe staple we reach for often, but probably give little thought to its origins. The garment was born in England in the 1860s, where polo players wore it (and called it a polo or crew neck). By the turn of the century, the pullover had made it to America and was the standard collegiate jersey worn by football players. Soon, men were donning it for such sports as hunting, horseback riding and sailing.

The turtleneck made the transition from playing field to style pages when the British actor and playwright Noel Coward wore it under a blazer in the 1920s, according to Lands' End, which compiled a history of the garment.

Women caught on to the trend, with such Hollywood legends as Greta Garbo and Marlene Dietrich wearing the style in the 1940s. By the time Audrey Hepburn was photographed in a basic turtleneck, slim trousers and ballerina flats in the 1950s, it was a classic.

GRAPHIC: Color Photo (4)
The zip front turtleneck in merino wool and Lycra, $ 88, is from **Nautica** by David Chu..
Under Pendleton's front zip jacket, $ 158, is the basic black turtleneck, $ 28 at Pendleton shops, department and specialty stores..
Turtlenecks are the perfect piece to team with pantsuits, here from Company by Ellen Tracy and Ralph Lauren.
Layered weekend looks start with a cable knit turtleneck, $ 70. It's topped with an oxford shirt, $ 68, check wool jacket, $ 190, trousers, $ 104 and a barn jacket, $ 190, all but Evan Picone at Foley's.

LOAD-DATE: October 30, 1996

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Thousands of fake designer goods inspected The Commercial Appeal (Memphis) November 28, 1996, Thursday,

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The Commercial Appeal (Memphis)

November 28, 1996, Thursday, Final Edition

SECTION: NEWS, Pg. 18A

LENGTH: 232 words

HEADLINE: Thousands of fake designer goods inspected

BYLINE: Lela Garlington, The Commercial Appeal

BODY:
Memphis police Wednesday continued inventorying 5,070 items of fake designer goods worth $ 100,000 found in Memphis businesses Tuesday.

After police officials stopped counting and sorting, they found watches, purses, leather goods, jogging suits, t-shirts, pants, coats, and hats bearing such designer names as Chanel, Nike, Rolex, **Nautica,** NBA Properties, Louis Vuitton, Coach, Fila, Tommy Hilfiger, NFL Properties and DKNY.

Andy Wilson, whose private investigative company represents the trademark owners, said about 3,500 items were found at Young's Trading, 1,500 items from Keystone Plus and 70 items from R & S Fashions.

Although a search warrant was issued for Jun Lee Trading, police officials with the fraud and document squad did not find any counterfeit goods there Tuesday.

A judge issued the search warrants after police maintained they had made at least two earlier purchases from each of the four locations. All four wholesale stores are located within a 10-block area of Summer Avenue. The stores sell directly to street and flea market vendors and small retail shops instead of the public.

"It is nice to get it off the streets in time for the holidays."

Wilson also said the amount found at each of the stores doesn't indicate that one store is a bigger supplier of counterfeit goods than the others.

LOAD-DATE: November 29, 1996

15 O.C. men well-suited for night of modeling;FASHION: They try their hand at GQ-Nautica show. Orange County Register (California) December 6, 1996 Friday

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Orange County Register (California)

December 6, 1996 Friday MORNING EDITION

SECTION: METRO; Pg. B02

LENGTH: 265 words

HEADLINE: 15 O.C. men well-suited for night of modeling;
FASHION: They try their hand at GQ-**Nautica** show.

BYLINE: LISA LYTLE, The Orange County Register

DATELINE: NEWPORT BEACH, CA

BODY:
If Keith Smith of Orange were to update his resume today, it could read something like this: Pacific Bell employee byday, GQ model by night.

A dark, handsome man with stunning green eyes, Smith stepped outside of his usual role as the single parent of two little girls to live a fantasy that most guys can only dream about _ being a GQ model, for one night, anyway.

Smith was one of 15 men chosen to model at the GQ/**Nautica** Competition fashion show Thursday night at the **Nautica** store in Newport Center Fashion Island. For the men, it's a one-night stand with fashion, an opportunity to role-play for a moment. The show was held to present **Nautica** Competition's winter gear.

Smith said he submitted his photo on a whim. "I subscribe to the magazine and I got a postcard about the event. " He said he has no modeling aspirations, but was open to possibilities. "Who knows? " he said.

The other GQ models-for-a-night came from various walks of life.

Andrew Truong, 25, of Fountain Valley, a law student, hopes to do some modeling in the future to help pay for school. Matthew Hanna, 28, of Huntington Beach would rather make his mark as a bass player for a band called Vicious Fuel, but figured he would give modeling one shot when invited by a sales associate at Bloomingdale's to submit his photo.

Jonathan Breeden, 23, of Orange, an actor and a stuntman at Knott's Berry Farm, was looking to add his GQ stint to his resume.

Asked to give his personal GQ model grooming tip: "I don't know.

Shave before you shower? So it's less messy? "

LOAD-DATE: December 09, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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SWEATER girls With temperatures falling, Lana Turner's classic look is due for a reprise Milwaukee Journal Sentinel (Wisconsin) December 8, 1996 Sunday

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Milwaukee Journal Sentinel (Wisconsin)

December 8, 1996 Sunday All

SECTION: Lifestyle Pg. 4 In Style

LENGTH: 619 words

HEADLINE: SWEATER girls
With temperatures falling, Lana Turner's classic look is due for a reprise

BYLINE: CATHERINE FITZPATRICK

BODY:
Another bone-chilling Wisconsin winter is on the way. So why aren't we all in stitches?

Slogging through slush, sleet and wind-whipped snow for four months isn't a blast . . . but dressing for it can be.

Friday nights by the fire, curled up in a soft cable knit. Saturday mornings on the slopes, powering downhill in a snowflake-design pullover. Monday afternoons in the executive suite, conference-calling in a confident-looking belted cardigan, sleek sweater dress, cashmere twinset or trendy turtleneck.

At a time when half the world's fashion designers are espousing austere minimalism and the other half are flailing about in feminine flourishes, sweaters sizzled on the fall/winter runways, turning up in a variety of shapes and stitch patterns.

So for everyone thinking of puttin' on the knits, here is a roundup of the season's shapeliest hits:

Turtles Emerge Victorious

Last year's blah basic is this year's must-have. Designers have upgraded this once-stodgy staple with sleek new close-to-the-body shapes, luxe fabrics such as cashmere and angora, and rich colors ranging from chocolate to eggplant, gold to shrimp.

With the turtleneck finally coming out of its shell, a variety of incarnations have appeared as well: mock turtle, cowl-neck, skinny ribbed-knit poorboy, long and slouchy or boxy and cropped silhouettes.

The trim, tucked-in turtle is the perfect proportion for the new lean, mid-calf skirts. Bulky cable-knit turtlenecks, on the other hand, are the perfect accompaniment to jeans on weekends when leaf-raking and Pack-cheering top the agenda.

Granddad Chic

A new generation of ribbed cardigans has been born, reminiscent of grandpa's favorite old wrapper (but far less frumpy).

As cozy and wearable as a bathrobe, today's new cardigan functions like a soft, belted outerwear. Whether it stops at the hip or falls to the knee, a belted cardigan works equally well layered over a ribbed turtleneck or as a luxe jacket or pantcoat.

Dress-Up Days

Sweater dresses are everywhere for fall/winter, knitted in proportions either long and lean or sexy-schoolgirl short. Whether it hugs the torso, plays free and loose, or is belted low on the hip, a shapely sweater dress is one of the season's hippest knits.

Here We Go Again

From the '20s: cable-knit cardigans gussied up with fur trim at the collar and cuffs, worn with slim ankle-length tweed or tattersall skirts and a cloche.

From the '40s: long twinsets in wool or cashmere, worn with matching scarves.

From the '70s: Lanky flame-stitch body-skimmers, reminiscent of the Missoni knitwear house's signature space-dyed and zigzag patterns, look great with slim hipster pants and kicky ankle boots.

A helping hand from Hollywood

The original "Sweater Girl" was actress Lana Turner, a star whose personal life was as melodramatic as the movies she made.

Turner, who died of throat cancer in 1995 at age 75, was renowned as the seductress in the 1946 film noir classic "The Postman Always Rings Twice." And she was nominated for an Oscar for her role in the movie soap opera "Peyton Place."

But the glamorous blond's most memorable performance came in 1958 when she tearfully testified at the murder trial of her 15-year-old daughter, Cheryl Crane. At the time, the much-married Turner was involved in a love affair with mobster Johnny Stompanato. Crane, charged with stabbing him to death with a carving knife, was freed by a ruling of justifiable homicide, thanks in part to her mother's convincing testimony.

Born in Wallace, Idaho, Turner moved to Hollywood at an early age. A talent agent "discovered" the pretty high school student while she was sipping soda after school.

GRAPHIC: Photo

(LANA TURNER) Photos color 1, 2

Above: Scarlet hand-finished sweater with custom buttons, by DIA, $348; white silk blouse, by Virani, $164; wool knit lined skirt, by Gispa, $130; all at Oliver's. At right: Slim zip sweater, $158; zip turtleneck, $94; stretch cigarette pants, $148; all by **Nautica,** all at Boston Store. Left: Banana yellow cardigan, by New Frontier, $69; chenille gloves, $20; faux fur hat, by Tompkins, $98; all at Ma Jolie/Garcon.

LOAD-DATE: December 9, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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AT NAUTICA, LOTS TO CHU ON: FOUNDER PRUDENTLY EXPANDS BRAND NAME Crain's New York Business December 16, 1996

Copyright 1996 Crain Communications Inc.
Crain's New York Business

December 16, 1996

SECTION: News; Pg. 1

LENGTH: 1294 words

HEADLINE: AT **NAUTICA,** LOTS TO CHU ON: FOUNDER PRUDENTLY EXPANDS BRAND NAME

BYLINE: Ylonda Gault

BODY:
Alongside Tommy Hilfiger and Ralph Lauren Polo, **Nautica** has become what is known in retail and apparel circles as a "power brand."

All have classic, all-American images. Men like **Nautica's** comfort and go-together looks; women, its detailed styling. And Wall Street likes its numbers-shares that rose 161% over the last year, and projected annual earnings growth of 25%.

But **Nautica** has taken a different route to its success. While his "power" peers have leveraged their status to blitz the market with a flurry of new products, **Nautica** founder David Chu favors a more prudent approach.

"I like to chew what I bite off," he says, "and digest it well."

For the first time, there will be much to swallow. In 1997, **Nautica** will be embarking on the most ambitious agenda in its history. Now its cautious style may quietly shake up the entire industry.

By spring, **Nautica** will double the number of stores that carry its women's apparel collection to 375, and will introduce a women's fragrance. The company will debut a line of jeans by the fall, and it also will bring to market a **Nautica** home furnishings collection. **Nautica's** European operation will be expanded to several cities. Here in New York, the company hopes to open a Madison Avenue flagship store.

Nautica's 1997 moves trail its competitors', but the platform has been building for several years and the upside potential is huge.

The company is expected to earn $41.8 million, or 97 cents a share, for the year ending February 1997, compared with $40 million, or 75 cents, in the year-earlier period. Sales are projected at $375 million, compared with $302 million in fiscal 1996. With the new plans, analysts expect **Nautica's** sales will quickly jump to $550 million in the next few years.

If Mr. Chu's well-laid-out strategy works out, the stature of his meticulously run empire could look like a Taiwanese-American version of Ralph Lauren. Still, Mr. Chu remains judiciously calm. "The heart and soul of **Nautica** is product, not hype," says Mr. Chu, **Nautica's** president and design head.

To the frequent dismay of the company's investors, Mr. Chu does not believe in making much noise. In

some respects, **Nautica** has had to pay the consequences.

Tommy Hilfiger, a company close in size to **Nautica,** grabs far more headlines. While both apparel firms have been credited with reinventing the men's apparel market, among hip consumers **Nautica's** Mr. Chu is nowhere near as popular.

Nautica has time

Mr. Hilfiger has made sure that Tommy Hilfiger is far more than a company. He makes numerous personal appearances, aligns himself with rap artists and makes every launch an event.

"They run their businesses as differently as night and day," says Janet Joseph Kloppenburg, an analyst with Robertson Stephens in Manhattan. "You're not going to see **Nautica** push the pedal to the metal every year. Its feeling is, 'Why hurry? We've got time.'"

But what **Nautica** may lack in sizzle it makes up for in substance. Even though Tommy has had a head start on the licensing front, **Nautica** has managed not to lose much ground where it counts-with investors. Shares of each company have been trading at roughly 25 times 1998 earnings estimates.

At this point, neither apparel company threatens to steal share from the other. But **Nautica's** deliberate style may make it better-suited to endure in an industry where what is hot can quickly turn cold.

Mr. Chu, who winces at comparisons between his brand and Mr. Hilfiger's, notes that like him, the **Nautica** consumer is mature and more reserved. And he'd rather build consistent brand loyalty with this core group than chase the label-seeking youth market.

"The baby boomer likes style, but above all appreciates function and wearability," says the 42-year-old designer.

Mr. Chu himself is that practical-minded boomer. When he founded **Nautica** in 1983, he tried to fill a void in the marketplace, rather than just make cool clothes. Just a few years after graduating from the Fashion Institute of Technology, he began designing colorful, sporty outerwear-an antidote to the industry's 20 shades of tan. Sales shot to $3 million in its first year. The next year Harvey Sanders, chairman of the apparel company State-O-Maine Inc., bought **Nautica.**

Expansion coming

Under Mr. Sanders' financial stewardship and Mr. Chu's design talents, the company has grown to include fashions for men, women and children, and licenses accessories such as shoes, luggage and eyewear.

But it is the upcoming crop of licenses that hold the greatest promise. Jeans, which offer consumers **Nautica's** image at a relatively low price, stand to add dramatic volume gains. Although it has been selling overseas for years, **Nautica** has now created its own distribution and marketing arm to gain more control of its international destiny.

Recently, **Nautica** hired a chief operating officer as well as an additional manager of information services and shipping staffers to prepare for its expansion. In the coming months, it will take over another floor at its Flatiron district corporate offices for the sole purpose of **Nautica** licensing.

"To me, design is not just about fashionable clothes," says Mr. Chu. "I have to design the proper infrastructure first, the proper systems. It's all in the planning."

Nowhere is that planning more evident than in **Nautica's** strategic rollout of women's apparel; it was launched in 150 stores. By contrast, Tommy Hilfiger debuted in more than 700. Mr. Chu says the women's apparel category could eventually outstrip sales in its core men's division and, therefore, needs extra care. He also has decided to price **Nautica's** women's wear line just below the overcrowded bridge category,

where DKNY, Ellen Tracy and Anne Klein II are battling it out.

Solid brand awareness among women is key to the introduction of **Nautica's** home collection. As acquisitive boomers move from apparel to hearth, the line holds almost limitless possibilities, says Mr. Chu.

But "In due time," he says. "It's one thing to buy a sweater or a pair of pants. Sheets, paint, wallpaper, furniture you live with. The customer has to totally understand the **Nautica** lifestyle first."

GRAPHIC: TOMMY, CAN YOU HEAR ME? David Chu's gradual introduction of **Nautica** products contrasts with Hilfiger's splashy self-promotion.

LOAD-DATE: December 19, 1996

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:10 AM EDT

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SO FAR, SO GOOD, MERCHANTS SAY Detroit Free Press December 17, 1996 Tuesday METRO FINAL EDITION

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Detroit Free Press

December 17, 1996 Tuesday METRO FINAL EDITION

SECTION: BIZ; Pg. 1E

LENGTH: 490 words

HEADLINE: SO FAR, SO GOOD, MERCHANTS SAY

BYLINE: MOLLY BRAUER Free Press Business Writer

BODY:
This is the time of year when retailers start biting their nails.

Even if sales for the first few weeks of the holiday season are running well above expectations, the last weekend before Christmas is crucial.

"Business is good, but it's too early to tell you that it's great," Dennis Callahan, president and CEO of Crowley Milner and Co., said Monday.

Sales from Thanksgiving to Dec. 15 were running 30 percent above the same period last year in the company's Steinbach chain, Callahan said, and 26 percent ahead of last year at Crowley's.

"We have to maintain this momentum for another week to have a terrific month," he said. So far, ladies sportswear, cosmetics and fragrances have been driving the sales increases at Crowley's.

Rick Valade, retail partner at the accounting firm of Arthur Andersen in Detroit, said he thought sales results this Christmas season were mixed. "The discount and lower end are doing pretty well," he said, but it gets a little tougher when you move up to department stores.

A spokesman for Jacobson's declined to comment on overall sales trends but did say that luxury goods -- St. John Knits and Ralph Lauren in women's apparel and formal wear in men's -- were selling well.

At Hudson's, where sales are "on plan," a spokesperson said bread-and-butter goods like synthetic fleece, hats, gloves, mufflers and pullovers, are the steady sellers. Men's sportswear has also been strong, particularly in three popular lines -- Tommy Hilfiger, **Nautica** and Polo.

"I'd generally characterize the season so far as solid, not spectacular," said Robert Burton, a spokesman for Kmart Corp. "We've hit our plan for the season, and it was a demanding plan. It required sales to pick up after Thanksgiving and they did."

From here on out, every day counts, because there are five fewer shopping days between Thanksgiving and Christmas this year. Burton said that Kmart has not noticed any regional differences around the country in the pace of sales, with the exception of a snowstorm which hit the Northeast hard and hurt sales for a few days about a week and a half ago.

Some observers see a little more variation in the big picture across the country. Kurt Barnard, a New York retail consultant, said he thought retailing in the Northeast was hurting compared to the Midwest and not just because of the weather.

Stacey Parish, manager of the Doll Hospital and Toy Soldier Shop in Berkley, said sales at the specialty toy store were level with last year. That's relatively good news for this retailer since new competitor Noodle Kidoodle has come to town, and mass market toys like Tickle Me Elmo, Holiday Barbie and Nintendo 64 are getting a lot of attention.

The big sellers at The Doll Hospital are traditional: dolls, doll clothes and electric trains. One unexpectedly popular item is a talking globe that teaches geography to children over 8. The globe retails for $99.95.

***

LOAD-DATE: October 18, 2002

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:07 AM EDT

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HOT COPY Daily News (New York) December 17, 1996, Tuesday

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Daily News (New York)

December 17, 1996, Tuesday

SECTION: Gossip; Pg. 26

LENGTH: 134 words

HEADLINE: HOT COPY

BYLINE: BY A.J. BENZA & MICHAEL LEWITTES

BODY:
OUR BAD: Robert De Niro's son Rafael is not in "Great Expectations." Just his daughter, Dreena, is. We had great expectations they'd both be in it. . . . FAST LANE: Does anybody care about this? Paul Mitchell is secretly backing a designer named Lane Davis with a showroom in NYC. We're just throwing it out there. . . . KNICK OF TIME: Finally found out why the Knicks City Dancers wear more clothes than our Cousin Gracie. Last year's sponsor was Speedo. This year's is **Nautica.** Next year? We hope Frederick's of Hollywood. . . . LIL' NASTY: We just got our Lil' Kim (left) 1997 calendar, the first we can recall with a "Parental Advisory" sticker. It's filled with monthly advice we should really all live by. October's lesson is, "Stack the G's up, keep the knees up." Listenin', kids?

GRAPHIC: Lil' Kim

LOAD-DATE: December 18, 1996

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NEW BUSINESSES The Miami Herald December 19, 1996 Thursday FINAL EDITION

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The Miami Herald
Found on Miami.com
The Miami Herald

December 19, 1996 Thursday FINAL EDITION

SECTION: NEIGHBORS MB; Pg. 28

LENGTH: 179 words

HEADLINE: NEW BUSINESSES

BYLINE: Herald StaffSTEP INSIDE

BODY:
Step Inside, 529 Arthur Godfrey Rd., is a new children's shoe boutique. The business features top-of-the-line athletic apparel, including shoes and aerobic wear from Nike, Airwalk and New Balance as well as sportswear and racquets from Prince, Wilson, Head and **Nautica.** Catering to the infant through teen customers, Step Inside provides the latest in classic and trendy dress, casual day and recreational footwear. Call 532-8837. DAIRY QUEEN

Dairy Queen has opened a new location at 6542 Collins Ave. This is the chain's first store on the Beach and offers soft-serve ice-cream, more than 15 varieties of Blizzards, cakes, yogurt and other frozen treats. Call 866-8565.

HOUSE OF ESCADA

Escada boutique has opened at Bal Harbour Shops, 9700 Collins Ave. The shop is open Monday through Saturday from 10 a.m. to 9 p.m. and Sunday from noon to 7 p.m. Escada offers many special services for its clients, including custom tailoring, fashion consultants who will visit clients at home, shopping catalogs and gift certificates for special occasions. Call 867-9283.

NOTES: NEW BUSINESS

LOAD-DATE: October 25, 2002

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Nautica Europe Putting the Pieces Together DNR December 18, 1996

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DNR

December 18, 1996

SECTION: Vol. 26, No. 239; Pg. 4; ISSN: 1092-5511

RDS-ACC-NO: 831115

LENGTH: 873 words

HEADLINE: Nautica Europe Putting the Pieces Together

HIGHLIGHT:
Nautica Europe hopes to open a showroom and headquarters in London, England, by early-2/97

BODY:
Nautica Europe, a joint venture of **Nautica** Enterprises Inc and Financo Global Marketing, hopes to open a showroom and headquarters in London, England by early-2/97. The move is in anticipation of the company's fall-1997 launch of its men's sportswear line in the UK, Germany, Italy, France and Scandinavia. The company sees volume of $100 mil as being attainable within 5-7 years. The company is ultimately aiming for a network of freestanding stores in Europea and a flagship store in London or Paris. The initial priority is to place **Nautica and Nautica** Competition men's sportswear, as well as key commodity accessory items such as hats, belts and bags, in perhaps 75 key retail stores, including department stores and independent specialty stores. The rollout will include several in-store shops in key locations. **Nautica** Enterprises has a network of 58 freestanding retail stores, 145 international in-store shops and various distribution and/or licensing agreements. Full text further discusses **Nautica** Europe's plans.

Eyeing space in London for headquarters, assembling management team

By MILES SOCHA

NEW YORK -- Gearing up for the fall '97 launch of its men's sportswear in the UK, Germany, Italy, France and Scandinavia, **Nautica** Europe is zeroing in on space in London's Brompton Cross area to open a 4,000-square-foot showroom and headquarters.

Nautica Europe, a joint venture between **Nautica** Enterprises Inc. and investment banking firm Financo Global Marketing, hopes to have its sales office open by late January or early February.

But key executives, just back from a month-long whirlwind tour of the continent, say there are no plans to hastily open a flagship European store. Instead, they're opting for a strategy of controlled growth, initially emphasizing wholesale distribution.

"It's a long-term plan," said David Chu, designer and CEO of **Nautica** International Inc. "We want to do things carefully and correctly. We're really just mapping out the situation. Europe is such a different market than America. So country by country, the strategies are very different."

Financo's Michael Haight, who also serves as president and CEO of **Nautica** Europe, gave a thumbnail sketch of the organization, which is keen to capitalize on Europe's growing appetite for casual American sportswear brands and **Nautica's** reputation for on-time delivery and full-price sell-throughs.

"The objective is to have the back room in order," Haight told DNR. "We're very excited. The response from retailers was even more enthusiastic than we could have imagined."

The back-room structure includes a central warehouse operation in Oldenzaal, Netherlands. **Nautica** Europe has contracted out an "organization that works with other global brands" to run the warehouse, but it plans to hire its own warehouse manager who "will report to us," he said.

Haight said he envisions an initial **Nautica** Europe team of perhaps 10 people, selected from a variety of countries. The most recent addition in German-born Elke Grunsch, who most recently worked for The Gap in Europe. Prior to that, she had worked with Haight when he was involved in launching the Polo Ralph Lauren brand internationally.

"Europe is the one of the few areas we haven't spent a lot of time working on," Chu said. "Starting from scratch is a major undertaking so putting together a full organization is critical."

Confirming early projections of market sources, Haight said $100 million would be an "attainable" volume number within five to seven years. "It's a real controlled-growth philosophy," he reiterated.

Asked if the London showroom space currently under negotiation might ultimately include a retail space, Chu said that's "not a ruleout situation."

He said he ultimately envisions a network of freestanding stores in Europe and a flagship store in London or Paris. "But we want to get the wholesale right first," he said.

The initial priority is to place **Nautica and Nautica** Competition men's sportswear, as well as key commodity accessory items such as hats, belts and bags, in perhaps 75 key retail stores -- "a layer of department stores and a handful of 7-15 independent specialty stores," Haight said. The rollout will include several in-store shops in key locations.

"It's a matter of getting the product out there so the European customer can see the product positioning as a lifestyle brand," Chu said. "Europeans are now looking for more lifestyle apparel. There's a tremendous amount of enthusiasm and following for American brands. We want to land with the right beachhead."

Chu said the European company has not yet finalized its advertising and promotional game plan however, he expects images will break in June or July of next year.

And he has not ruled out showing his collection in a European fashion capital, possibly for spring 1998.

In 1995, **Nautica** Enterprises recorded net earnings of $32 million on sales of $303 million.

It boasts an extensive global network of 58 freestanding retail stores, 145 international in-store shops and distribution and/or licensing agreements in North, Central and South America, the Caribbean, Australia, New Zealand and the Pacific Rim.--Contributions by JEAN PALMIERI

TYPE: Journal; Fulltext; Abstract

JOURNAL-CODE: DNR

LOAD-DATE: October 26, 2004

The Washington Times December 20, 1996, Friday, Final Edition

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The Washington Times

December 20, 1996, Friday, Final Edition

SECTION: Part E; AUTO SHOW; WORKING VEHICLES; VANS; Pg. E23

LENGTH: 2949 words

BYLINE: Bob Storck; SPECIAL TO THE WASHINGTON TIMES

BODY:
CHEVROLET ASTRO/GMC SAFARI

Price Range - $18,941-$1,000

Engine - 4.3-liter, 190-hp V-6

Front Engine/Rear & All-Wheel Drive

MPG (city/hwy.) - 16/21

Air bags - D, P standard

ABS - optional

Astro/Safari were based on truck platforms, and their main appeal was newness and comfort, since with their tall height, they were almost the same length and height as short wheel base full-size vans. Originally it was the only the GM van, but in 1990 they added the front-drive "dust buster" Lumina for Chevrolet, and the rear-drive vans got optional AWD.

GM claimed to have the proper configuration, but buyers proved them wrong, just as each of the other companies. Note that the first minis offered each had some special design feature that was to help them capture the market, and the fact that Chrysler skyrocketed from near death to a healthy company on the basis of their van (never changed, just refined 14 years later) gives some credence to the correctness of their design philosophy. Each of the other vans are now coming into line with what Chrysler offers, but these AWD versions will endure.

In addition, the new front-drive Venture/silhouette/Transport definitely does not have possibilities for a rear axle and drive shaft, thus Astro will have a place as long as the demand lasts. The Vortec 4.3-liter V-6 and four-speed automatic are some of the best in the world, with lots of torque for towing, and this is this vehicle's strongest feature.

CHRYSLER TOWN & COUNTRY/DODGE CARAVAN/PLYMOUTH VOYAGER MINIVANS

Price Range - $17,235-$34,000

Engine - 2.4-liter, 158-hp I4 to 3.8-liter, 166-hp V-6

Front Engine/Front & All-Wheel Drive

MPG (city/hwy.) - 20/27

Air bags - D, P standard

ABS - standard

More glass, interior room, convenience features and power - The best just keeps getting better.

There are three V-6 engines available, along with an excellent four-cylinder. There is even a compressed natural gas version in some states (plus maybe an electric version). Each has its good points, and buyers should match their driving needs to the engine. Only the 3.3-liter V-6 is made by Mitsubish - the rest are Chrysler products, and soon they will be replaced by new all-aluminum domestic engines. If you're in the market, try the four-cylinder first. It is powerful and surprisingly smooth. Only those who carry substantial loads or tow trailers really will need the sixes.

Chrysler has the broadest range of coverage, with two wheelbases and four engines. Look for the Mitsubishi V-6 to go away soon as the new Mopar engine plant will produce enough domestically designed units to meet demand. The various longer Grand models will take care of the luxury market, while the Plymouth Rallye and Dodge Sport offer some style and verve in the short versions.

This redesign is only slightly larger outside, but has much more room inside, and more of that is usable. The glass area, especially the windshield , is much larger, and there are vents and heating elements to insure that exterior mirrors and windshield wipers don't ice up. The optional sliding left side door is an industry first, and the slider tracks are invisible under the rear windows. All doors have crash intrusion bars and safety latches, including the rear hatch (which now has a long-awaited outside release handle).

Storage is exceptional. The long wheelbase model will accommodate 4x8 construction materials, plus a couple dozen 2x4s without removing any seats. There are more and better cup holders than the competition, plus storage boxes and inside cubby holes for the spare tire and jack. The rear seat unlatches with finger pressure, and is on rollers that allow it to be easily slid to the back opening, then rolled around to be stored.

FORD AEROSTAR

Price Range - $17,135-$28,000

Engine - 4-liter, 155-hp V-6

Front Engine/Rear & All-Wheel Drive

MPG (city/hwy.) - 20/25

Air bags - D, P standard.

ABS - optional

Ford took quite a gamble with the Windstar and succeeded famously, truly challenging the Chrysler minis until their new mini with a driver-side sliding door just about cut Windstar sales in half. Ford claims there will not be a four-wheel drive Windstar, but they made the same claim for left-side doors. Now that they are redesigning it for a fourth door, it would be wise to make adaptations for AWD to get a modern platform for that end of the market.

All these minis have full-time AWD with V-6 engines (with one exception), but Ford has two versions, and only the 4-liter is available with AWD. Unfortunately, it is the weakest of the bunch, with only 152 hp, but

still has a respectable 225 foot-pounds of torque. Its trailer towing is only modest. At the same time, it is quite capable in sloppy conditions. I drove an Aerostar with a load of computer equipment all around the northern Mississippi River tributaries, helping out with the 1993 flood. Its torque-splitting differentials performed excellently in mud, sand and shallow water, and I saw lots of stuck sport/utes on the same roads.

FORD WINDSTAR

Price Range - $19,020-$29,000

Engine - 3-liter, 150-hp V-6 or 3.8-liter, 200-hp V-6

Front Engine/Front Drive

MPG (city/hwy.) - 17/24

Air bags - D, P

ABS - standard

The first true rival for the Chrysler minivans - More horsepower and competitive pricing have had it in the top 10 sales until the new Chrysler series debuts.

Lots of people would be satisfied with second best. But when the leader sells more than twice as many as you do, you can't even claim to be smelling their dust.

Chrysler hit a big-time home run with their minivan, and even Ford admits they did a poor job in gauging the market the last decade.

There will not be a four-wheel drive Windstar. Ford is banking on the fact that few owners use their vans for towing the heavy loads where rear-wheel drive is needed.

The Chrysler products have outpaced the competition with their attention to comfort and convenience features, the ease with which people can enter and cargo can be loaded, and the large interior room.

Minivans are popular with women since they usually have a short step-up to get in the seats. Windstar sets a new standard with a 16-inch sill height. Ford has placed extreme emphasis on noise, vibration and harshness. Front-to-rear conversations can be conducted without raising one's voice.

There are two models, a GL and a LX. Buyers can choose from 11 single-tone paint colors and 17 two-tone combinations. Colors such as Teal, Pumice and Aubergine will delight women and enlarge men's vocabularies.

The windows are some of the largest of any small van, and the front-door window sills are uniquely configured. There is an arm rest area that is inset and higher than the window well, which allows your arm to rest comfortably without touching the glass.

The interior has the "soft feel paint" concept pioneered on the Lincoln Mark VIII. "Touch zones" such as arm rests, seat materials or anywhere a driver or passenger may rest their hands were given special treatment. This makes sure the feel is soft and friendly rather than cold and hard.

The seating is the flexible 2-2- 3 layout, with the rear seat traveling seven inches on rails to make interior re-arrangement easy. The removable seats have magnesium frames that are strong, yet light for removal ease.

A special switch inside the rear hatch will lock or unlock all doors from that location. This is a great touch

when burdened by packages or groceries. The biggest shortcoming has been the lack of the left-side doors, which Ford will attempt to satisfy with a larger "King Door" on the driver side, but a real passenger door will have to wait.

HONDA ODYSSEY/ISUZU OASIS

Price Range - $23,495-$28,000

Engine - 2.2-liter, 140-hp I4

Front Engine/Front Drive

MPG (city/hwy) - 20/24

Air bags - D, P

ABS - standard

Honda cleans out their parts bins to fill a hole in their product line - There is little new in the Odyssey, but it has the full measure of Honda competence.

Honda was one of the last holdouts for the station wagon concept, and has capitulated with the Accord-based Odyssey. They were late into the sport/utility market, and have borrowed Rodeos from Isuzu to badge as Honda Passports. Acura will also re-badge the Trooper, calling it the SLX. In order to repay the favor, they are giving Isuzu the Odyssey, which will be called the Oasis when sold by that dealer.

Unlike other vans, it has four doors, more like traditional station wagons than vans.

As usual, Honda makes the folding and removing mechanism simple and effortless. With the low step-in height, it is simple to load, whether the problem is a TV console or a tight skirt.

The interior is full of comfort amenities, and power sunroof, remote locking and alloy wheels are optional. While the slightly smaller dimensions may help in some garages, they also bring some interior corners closer to knees and elbows.

The Odyssey offers leadership in brakes and suspension, but only offers a four-cylinder engine. Ironically, they introduced a V-6 option on the Accord, so it probably will show up in the Odyssey if sales disappoint.

Most minivans gained their acceptance by their good road manners, but the Odyssey outdoes all but the Windstar in this department. There are many four-door sedans that wallow more. There are all-wheel ABS disc brakes, which reflects Honda's love for technology.

Honda curiously stuck with the balance shaft four-cylinder engine. It is smooth, but louder than competing V-6s. It has been retuned to offer more torque and power, but since the Odyssey weighs more than 500 pounds more than the Accord, it will be bound to disappoint.

Part of the reason is the tariff situation and yen-to-dollar ratio that kept the Odyssey above the $20,000 threshold. Mazda and Toyota have suffered from that handicap, and it gives the domestics a decided advantage.

One of the biggest advantages Honda had was starting with a clean slate, without having to unlearn habits from old work vans. It is obvious that this is a people-oriented van.

MAZDA MPV

Price Range - $21,765-$29,500

Engine - 3-liter, 155-hp V-6

Front Engine/Front & All-Wheel Drive

MPG (city/hwy.) - 16/22

Air bags - D, P

ABS - standard

Mazda is intent on creating an image change for the MPV - All-wheel drive, rugged looks and fourth door positions it as a SUV alternative.

Mazda built the "Multi Purpose Vehicle" using lots of components from their excellent 926 near-luxury car. This resulted in good suspension and an excellent engine, but it is the smallest of the AWD vans.

In fact, there is little room for more than six people and little room for storage behind the rear seat. With only one body length, its advantages over a larger sport/ute are lessened. At the same time, it has received a host of awards, mainly for its handling.

It is the only AWD van with hinged doors, but has them on both sides, and they swing open almost 90 degrees. In fact, it works more like a square station wagon than as a minivan. The marketers have taken a hint from Subaru and have positioned it as the first sport/utility minivan, a claim they share with Pontiac. In Pontiac's case the claim is more based on image since it doesn't have AWD.

MPV has a good system with the usual center locking differential, and includes raised running gear for more clearance and more respectable tires. This is the only version sold here, and the smaller V-6 has been dropped. The engine is only three liters and is the weakest of the bunch. I would be concerned about approaching its claimed 4,500-pound tow rating, although the four-wheel ABS discs are excellent for stopping.

Mazda needs to make the styling and equipment more tough looking, and even mean to change their image. They have the basic platform to carry the claim off, but need to work on it a little harder, not just the wimpy efforts they have so far. This is one of the problems of having an excellent car stylist try his hand on a truck.

NISSAN QUEST/MERCURYVILLAGER & **NAUTICA**

Price Range - $19,950-$30,000

Engine - 3-liter, 151-hp V-6

Front Engine/Front Drive

MPG (city/hwy.) - 17/23

Air bags - D yes, P no

ABS - standard

Ford and Nissan collaborate in an attempt to copy the market-leading Chrysler minivans - Their synergy results in innovative engineering and comfort solutions.

For 1996 the emphasis was on appearance, comfort, and safety with only minor improvements for next year. A chrome front grille replaces the light bar on the Villagers, and reflex headlights give additional night

vision. The instrument panel has been redesigned for passenger air bag, and includes upgraded audio and climate control systems. The set-and-forget temperature controls rely on sunlight and outside temperature sensors and commands the front and rear vents to provide even comfort to all seats.

Ford has teamed with several Japanese, German, English and even Australian companies to bring products to the U.S. market. Most have been design successes, but sometimes the market has not responded. The choice of Nissan to partner with them on the Villager/Quest resulted in a solid success.

The design team cloned the best Chrysler minivan ideas, and have made few of the mistakes.

The Villager/Quest length fits in the midrange of the Chrysler Minivan family, and it is claimed that there is no stretch version in the wings. Since Nissan doesn't have a station wagon in their lineup, these are welcome products to the sales force. The van excels in innovative comfort and utility features.

The upgraded radios can be ordered with steering wheel controls. Children are kept safe with optional integrated safety seats on bench-seat versions.

Villager and Quest are equipped with four-wheel anti-lock braking system. The dual air bags allow them to dispense with the hated mechanical belts. It meets all federal safety standards for both cars and trucks. Other recent changes include CFC-free air conditioning, a high capacity radiator and a battery saving feature.

The Avon Lake, Ohio plant builds the van, using the excellent Maxima drive train, but almost everything else is domestic. The seven-seat passenger seating configuration is standard, plus a cargo hauler. Swiveling Captain's chairs are optional for the middle seats.

The second row of seats will fold for convenience or come out, and the third is on rails, which allows it to slide almost the full length of the interior. All side windows open, and power rear windows are available. There are elegant yet durable fabrics for the interior. Each rear seat back has trays and cup holders built in. The window area is generous, and the rear door glass opens separately from the hatch.

The special edition **Nautica** Villager, which links the fashion flair of **Nautica** sportswear with Mercury's automotive excellence, used to come only in Eclipse Blue and Glacier White exterior color combinations, set off by a subtle yellow stripe. Now it can be ordered in a reversed color scheme, plus there are red and white and green and white variations. White alloy wheels complete the exterior decor treatment, and the interior is handled by appropriately colored leather with white inserts in the four Captain's chairs.

TOYOTA PREVIA

Price Range - $24,808-$36,000

Engine - 2.4-liter, 161-hp supercharged I4

Front Engine/Rear & All-Wheel Drive

MPG (city/hwy.) - 17/22

Air bags - D, P standard

ABS - optional

The previous Toyota van offerings were based on truck chassis, and were better suited to foreign markets that emphasize cargo more than passengers. Their market success was more due to Toyota reputation than any actual utility advantages they offered over the competition. They truly were small, evil-handling vehicles, and it is a mark of Toyota's reputation that they sold any, let alone the quantity they did.

Toyota introduced this Previa in 1991, and it was the first true van they designed for the U.S. market. Despite the exotic styling, the Previa is quite large inside. The ovoid shape is pleasing to the eye, and makes the van look small until you come close to it. It is longer than the short Chrysler vans and is slightly taller, mostly due to the rear-wheel drive. Headroom suffers as the Previa needs more of a step-up on entry than the front-drive vans.

For rough conditions, the Toyota All Trac system has been adapted well to this platform, and delivers full-time all-wheel drive. Towing is one of the Previa's weak points, with only a 3,500-pound rating.

The four-cylinder engine is one of the smallest of any van, but is tuned to provide torque rather than horsepower. The supercharged DOHC engine is remarkably powerful, exceeding that of the Ford and Mazda products although quite busy, as it seems to be revving higher than V-6 vans. The noise is not bad, mostly due to Toyota's obsession with sound proofing. This is remarkable since the engine laid on its side under the driver seat, and behind the front wheels. Most maintenance can be taken care of from the hood (hatch?) in the front, as accessories and service are located there, including the longest dipstick I've ever seen.

Toyota made the driver air bag standard and now offers anti-lock brakes on all models. The third seat is standard, some justification for the price hikes. The rear seat splits and folds to the side for access to the storage area, which is much longer than expected.

A remarkable feature is the dual glass sun roofs. They allow rear passengers to share the sun and breezes.

GRAPHIC: Photo, NO CAPTION

LOAD-DATE: January 1, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:03 AM EDT

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CHRISTMAS AND CONSCIENCE;It's beginning to look a lot like MADE IN CHINA everywhere you go.Is it possible to avoid goods make under repressive conditions?THE MARKETPLACE;Scot Lehigh is the Globe's Focus writer. The Boston Globe December 22, 1996, Sunday, City Edition

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The Boston Globe

December 22, 1996, Sunday, City Edition

SECTION: FOCUS; Pg. D1

LENGTH: 1680 words

HEADLINE: CHRISTMAS AND CONSCIENCE;
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THE MARKETPLACE;
Scot Lehigh is the Globe's Focus writer.

BYLINE: By Scot Lehigh, Globe Staff

BODY:
Check the bounty under the Christmas tree come Wednesday and here's one thing you're virtually certain to see: "Made in China."

With China the world's most populous country and third largest economy, its export machine sent $ 45.6 billion in goods and services to the United States in 1995; this year's total is expected to be even higher.

That translates to a huge influx of products from a country notorious for its bloody repression, human rights abuses and penal labor system. Such a huge influx that shoppers this year are hard-pressed to avoid those products. Take a brief tour through Downtown Crossing:

In Filene's Basement, many of the holiday specials - a Nicole Winter sweater, a jacket from Guess, apparel from London Fog, Fleet Street, or Jones New York - all made in China.

Enter Macy's, and one of the first things you see is an adorable stuffed panda bear, free with the purchase of **Nautica** for Men cologne products. And made in China.

From the nearby Radio Shack, where the Chinese penetration into home electronics is obvious, to Woolworth's, where a selection of low-end gifts and stocking-stuffers shows the same point of origin, store shelves are laden with products made in China.

They present conscientious consumers with a difficult choice: How to ensure that, in their purchases, they aren't aiding and abetting a regime that is one of the world's worst violators of human rights?

That used to be a national concern, of course. But in May 1994, President Clinton, a campaign-trail critic of George Bush's China policy, essentially adopted constructive engagement as his own policy, renewing China's most favored nation trading status even while conceding that it had not met US expectations for "signficant progress" in human rights.

With human rights on the back burner, consumers have been left more or less on their own. Worse, the

various advocates and groups who monitor the human rights situation are split over how to proceed.

One of the best-known advocates is Harry Wu, who spent 19 years in Chinese labor camps, and whose work has documented some of the abuses of the Chinese prison labor system, where inmates are forced to produce goods for export.

Wu says Chinese goods are so much a part of the American marketplace that an overall consumer boycott isn't practical.

But he urges a US boycott of Chinese toys as a way to send the nation's ruling gerontocracy a targeted message. China in 1996 is estimated to have shipped about $ 7.6 billion in toys, or about 60 percent of the total domestic market, to the United States.

As a walk through any Toys "R" Us confirms, if your children want it, it's probably made in China.

"Many toys are made by slave labor," Wu says. "If you totally cut off the toys . . . it is a very strong message."

Wu says such a move is just the beginning of a long struggle to change China, but argues that it's an important beginning - both for this country and China.

"When you ask the people, 'Don't buy the toys, some are made by blood and tears, made by slaves,' they will learn something," Wu says.

He also contends that, despite its fulminations against outside meddling in its internal affairs, the Chinese goverment will, if the "toycott" picks up steam, start to worry more about the international effects of its human rights abuses.

"China can only be changed by Chinese, but a foreign country plays a very important role," Wu says. 'It will get the message to the Chinese government."

Wu is hardly the only one who favors spurning Chinese goods. Massachusetts Democratic Congressman Edward M. Markey, for example, also thinks US consumers should shun all Chinese products.

"Consumers shouldn't check their consciences at the cash register, they should check the labels," Markey says. "They can look at the product and make sure it hasn't come from Burma or China or Pakistan."

Markey, who is critical of the Clinton administration for turning a purblind eye to China's abuses, says that a consumer protest could put pressure on the US government to be less tolerant of China's abuses.

"Right now, it is a hidden political issue, but this issue will begin like the nuclear-freeze movement, like the environmental movement, at the grass roots," Markey predicts. "An educated consumer is not only the best customer, but is also the best citizen."

Adrian Karatnycky, president of Freedom House, a New York-based organization that monitors political rights and civil liberties around the world, believes that by refusing to buy Chinese goods - and letting companies know the reason - consumers could eventually persuade the Chinese government to change.

"If they saw their market share dropping, I think there is enough internal pressure and desire for liberalization in that country that after the aging leadership goes, the direction the country takes will be up for grabs," Karatnycky says. "If the new set of leaders gets the message of moral disapproval for the direction their predecessors have taken, it will make them more, not less, likely to see other ways of behavior."

Others say that tack is unlikely to work, that a boycott is a blunt instrument that punishes willing Chinese workers while trying to target slave labor and human rights abuses.

Although sympathetic with the goal of changing China, Holly Burkhalter, Washington director of Human Rights Watch, the largest US-based human rights organization, doubts such a boycott could work.

"I don't think a boycott of all Chinese-made goods is arealistic pressure mechanism," Burkhalter says. "In my 15 years in the human rights field, I am only aware of one boycott that really did the job, and that was the Nestle boycott."

That pressure tactic, aimed at getting Nestle to stop its aggressive marketing of infant formula in the developing world, worked because it was focused on an objectionable practice of a single company. "A boycott of a whole country could only have an effect if literally there was such a drop in demand that importers diversified to other countries and told the Chinese why, and I think that is unrealistic," she says.

A more practical way to proceed, others say, is for US consumers to use their purchasing power to demand more responsibility from companies doing business in China as well as in other countries guilty of human rights and labor abuses.

That approach, however, means much more work for the consumer.

"The bad news is that the research on worker rights and human rights is so pathetic and puny, that, at this point, there is no foolproof way to make up a list of good companies and good products," said Charles Kernaghan, director of the National Labor Committee, or NLC, a worker-rights advocacy group.

Sometimes groups like Kernaghan's take the lead in applying that pressure: His is the group that pressured the Gap to allow independent monitoring at the El Salvador factory that produces some of its products, and which revealed the sweatshop exploitation behind Kathie Lee Gifford's line of Wal-Mart clothing.

Kernaghan's group is pressing Disney Corp. to ensure that its contractors around the world - Disney does business in China, Haiti and Thailand, according to the committee - pay better wages and foster better working conditions.

Currently, according to the NLC, the piecework pay for Haitian women sewing Disney's 101 Dalmatians children's outfits, which retail for $ 19.99, translates into a maximum wage of 42 cents an hours, with many workers earning only about 30 cents an hour.

For its part, Disney contends the median wage for Haitians working on its products is between 48 and 52 cents an hour, which is above the Haitian minimum wage of 28 cents an hour. Disney spokesman Ken Green says blaming Disney for the wage level is like blaming the company for the poverty of the country.

"What you are saying is that the social justice in another country should be the responsibility of an American corporation," Green said. But couldn't Disney require that its subcontractors pay a better wage? "I don't know," said Green. "I think maybe that is a simplistic idea to a complex problem, given the world we live in."

Other times, conscientious buying means forging your own way.

Linda Golodner, president of the National Consumers League, suggests a number of steps. Buying products with a union label may be the best way to ensure they have been produced in a factory with decent working conditions, she says.

Beyond that, she suggests asking store managers - "But make sure it is the supervisor who hears it and not just a teen-ager who is picking up a couple of extra bucks at Christmas time" - or writing companies directly to ask about the conditions under which their products are produced.

"If they get enough letters, something will be done because they will recognize it is affecting the bottom line," Golodner says.

A more systemized way of pressuring corporations is the growing movement to persuade companies to adopt codes of conduct governing the way their goods are produced.

"Ask whether the manufacturer or retailer has a set of standards that it requires the factories that produce goods for it to comply with, with respect to labor standards," advises Aron Cramer, director of business and human rights programs for Business for Social Responsibility, a San Francisco-based advocacy group. "That is a useful starting point to see if a company is making an effort."

Indeed, the Manhattan-based Council on Economic Priorities has begun putting together a list of various company codes.

Meanwhile, the Apparel Industry Partnership - a task force of human rights advocates, UNITE and companies such as Patagonia, L.L. Bean, Tweeds, Liz Claiborne, Reebok, Nike and Phillips Van Heusen Corp. - are working to promulgate a set of workplace standards and a label, list or other form of notification that would give consumers an easier way to find out whether the goods they buy have been humanely produced.

Their effort is a start. And on crusades like these, a journey of a thousand miles must begin with a single step.

GRAPHIC: DRAWING, ILLUSTRATION / JOHN OVERMYER

LOAD-DATE: December 24, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Monday, June 19, 2006 - 10:02 AM EDT

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SNOW SLOWS START OF BIG SALES SHOW;BUT RETAILERS TURN OPTIMISTIC AS 'DAY AFTER' SHOPPING PICKS UP Chicago Tribune December 27, 1996 Friday, NORTH SPORTS FINAL EDITION

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Chicago Tribune

December 27, 1996 Friday, NORTH SPORTS FINAL EDITION

SECTION: BUSINESS; Pg. 1; ZONE: N

LENGTH: 710 words

HEADLINE: SNOW SLOWS START OF BIG SALES SHOW;
BUT RETAILERS TURN OPTIMISTIC AS 'DAY AFTER' SHOPPING PICKS UP

BYLINE: By Barbara Sullivan and Genevieve Buck, Tribune Staff Writers.

BODY:
Carl Celestino and Dennis Meehan were comfortably ensconced in easy chairs in the coat department of Marshall Field's in Water Tower Place, passing judgment on the leather jackets being paraded before them.

"I like the one you had on before better, the one with the belt," Celestino told his daughter, Jennifer, who appeared before him with a three-quarter-length black leather coat.

"Yeah, the one with the belt looks a little more fashionable," Meehan agreed.

The two men had never met before, but fate in the guise of the day-after-Christmas sales had brought them together in this particular corner of the shopping world.

"Naw, we don't have a budget," said Celestino, who had come into the city from west suburban Westchester with his daughter and wife for a day of shopping. "Everything's 50 percent off, so how can we have a budget? The more you spend, the more you save. Isn't that the way it goes?"

Those are golden words for Midwest and Chicago-area retailers, who are hoping and expecting that post-Christmas sales will bring the holiday season to a happy, profitable conclusion.

But for a while on Thursday, it looked like those expectations might be futile.

Snowy, slushy weather and perhaps a dose of Christmas exhaustion kept many area stores relatively empty until early afternoon.

"Last year, we had to wait forever in line, but today, we just whipped right through," said Laura Kirin, who was standing with two friends near the front door of Crate & Barrel on north Michigan Avenue.

She had spent about $50, and her friends, Susan Hajny and Kathy Crenna, had spent about $35 and $70, respectively.

"But I started at 7 a.m. at the Target in Lombard," Hajny said. "And I still have 7 cents credit from a gift certificate here (at Crate & Barrel)."

The stores opened at 8 a.m. at Woodfield shopping center in Schaumburg, but a couple of inches of snow

kept crowds down until after lunch, according to Jim Linowski, general manager of the giant shopping center.

"But now it's real busy, so I think it's going to be a real good day. Our parking lot holds 11,000 cars, and it's 80 percent full right now," he said.

Likewise, shoppers were slow to hit Oakbrook Center, but by early afternoon, traffic was improving.

"It was a slow start, but now we've picked up a good pace," said Bob Middlemas, vice president and director of the Midwest region for Nordstrom Inc., speaking from his Oak Brook office. "The really good news is that we saw huge gains in traffic and volume in the last five days (before Christmas)."

Though most retailers say they won't assess holiday sales for another week to 10 days, several key Midwest-based chains agree with Middlemas that the days immediately preceding Christmas brought holiday sales up to expectations.

Executives at Hoffman Estates-based Sears, Roebuck and Co. and Milwaukee-based Carson Pirie Scott & Co. described the final three days as "strong," particularly in women's and men's apparel and fine jewelry.

At Sears, John Costello, senior executive vice president of marketing, said the sales increase for the month of December could ring in at 8 or 9 percent ahead of last year. That would build on last year's sales growth, which was 7.9 percent, he added.

Carsons Executive Vice President Edward Carroll said Monday and Tuesday were "very busy," and that men's business was "terrific,"especially casual fashions from Tommy Hilfiger, Ralph Lauren, Claiborne, **Nautica** and Gant.

Jim Tinglestad, regional director of stores for Kohl's Inc., called the final three days before Christmas "spectacular."

The Menomonee Falls, Wis.-based chain of value-priced department stores has been registering monthly increases of 12 to 16 percent, and undoubtedly will come out with a double-digit gain for December.

Meanwhile, the seductive siren song of "Prices Slashed" was working its magic on those who still had a little money in their wallets, or credit on their cards.

"There was a lot of stuff we wanted that we didn't get," said Julie Paloma, who was standing with her husband, Marc, eying the Spode china--on sale--at Field's.

"This is our tradition. We'll get some of these things we want, and then we'll go to a movie. It's a fine day."

GRAPHIC: PHOTOS 3PHOTO: Helga Richards (left), of Michigan, and her son, Jim Schneider, of Philadelphia, on Michigan Avenue. Family members always come to Chicago for day-after-Christmas shopping.; PHOTO: Alonzo Lopez, of Mexico, tries on a jacket Thursday at Sportmart on LaSalle Street. The jacket was to be a gift from his aunt.; PHOTO: Rolyn Lee (from left), her sister, Rowena Staszcuk, brother-in-law, Shane Staszcuk, and mother, Teo Quitiong, shop for Christmas wrapping paper and ornaments on sale at Water Tower Place. Tribune photos by Nancy Stone.

LOAD-DATE: December 27, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)
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STAINLESS STEEL TERMS

The following are some terms and their definitions you will encounter when dealing with stainless steel.
For discussions of 18-8, 304 & 316 stainless steel click here.

AN: Stands for Air Force-Navy.

ANSI: Stands for American National Standards Institute.

ASME: Stands for American Society of Mechanical Engineers.

ASTM: Stands for American Society of Testing and Materials.

AIRCRAFT QUALITY: Fittings made with a particularly high level of attention in manufacture and inspection.

ANNEAL: To heat metal in order to lower its hardness. The term anneal refers to the heat treatment given all 300 series stainless and most 400 series stainless by the steel mill after the raw material has been completed but before fittings are manufactured. Anneal also refers to the heat treatment given 400 series stainless fittings after their manufacture (also called hardening and tempering) to lower hardness and increase toughness. For example, fittings of 410 stainless may score over 200,000 psi after manufacture and be too brittle. By annealing at 1000 degrees F., tensile strength would reduce to 125,000-150,000 psi, while annealing the same material to 500 degrees F. would bring tensile to 160,000-190,000 psi.

BL: Stands for "Break Load", meaning the weight at which a product will break. Usually about 4 to 5 time the WLL (working load).

ELONGATION: Stretching a fitting to the point that it breaks. The percent of elongation at rupture (same as measure of ductility) is determined by dividing to total length after stretching to the original length. Elongation decreases as strength and hardness increase.

GALVANIC CORROSION: An accelerated degree of corrosion occurring when two different metals are in contact with moisture, particularly seawater. All metals have what is termed a specific electric potential, so that low-level electric current flows from one metal to another. A metal with a higher position in the galvanic series (see below) will corrode

sacrificially rather than one with a lower position, meaning stainless, for example, will corrode before gold. The further apart the metals on the chart, the more electric current will flow and the more corrosion will occur. No serious galvanic action will occur by combining the same metals only dissimilar ones. To prevent galvanic corrosion, use insulation, paint or coatings when separating dissimilar metals; or put the metal to be protected next to a metal which is not important in the assembly, so it can corrode sacrificially. The metals listed at the top of the table below will corrode first due to galvanic reaction before those at bottom of the table.

Galvanic Corrosion Table

Most Corrodable

Magnesium
Zinc
Aluminum 1100
Cadmium
Aluminum 2024
Steel and Iron
Lead
Tin
Brass
Copper
Bronze
Monel
304 Stainless Steel
316 Stainless Steel
Silver
Titanium
Graphite
Gold

Least Corrodable

ISO: Stands for International Organization for Standardization.

MS: Stands for Military Standards. The overriding characteristic of MS fittings compared to commercial products is the extensive inspection and lot traceability for MS, guaranteeing the chemical, physical and dimensional qualities. While commercial fittings may look similar and happen to pass many tests given MS products, the commercial fittings lack the pedigree of guaranteed quality or chemical, physical and dimensional aspects that users who order MS fittings rely on.

MAGNETIC PERMEABILITY: Test simply determines the level of magnetism.

MARINE QUALITY: This term differs depending on the application.Fittings and hardware are usually made of Type 316 stainless to resist corrosion. They are usually highly polished. Nuts bolts, screws, and other fasteners and items where strength and wear are required are usually made of Type 304 (18-8).

MOLYBDENUM: Nicknamed moly, molybdenum is a metal added to 316 stainless steel, sharply increasing its corrosion resistance to chlorides and sulfates especially various sulfurous acids in the pulp industry. Molybdenum helps reduce hardness and increase tensile strength at higher temperatures.

MONEL: Invented by the International Nickel Co., and composed basically to two-thirds nickel, one-third copper. Monel has good strength, excellent corrosion resistance against salt water and in high temperatures, and is very expensive.

PASSIVATING: A very confusing term, since the common usage has taken on a different meaning that the technical definition. In SUNCOR's experience, users (including engineers) of commercial fittings seldom mean the old technical terminology. Technically, passivation is not cleaning but is a process of dipping fittings into a nitric acid solution to rapidly form a chromium oxide on the surface of the material, creating a passive film that protects stainless from further oxidation (see PASSIVE FILM). The purpose of passivation is to remove both grease left from manufacturing and traces of steel particles that may have rubbed off manufacturing tools onto the fitting. In common commercial parlance (meaning non-military and aerospace), passivating means cleaning to users, and the terms "passivating" and "cleaning" are used interchangeably. A wide range of cleaning methods using different mixtures containing nitric, phosphoric and other acids or simply exposing cleaned stainless fittings to air for a period of time will result in a "passivated" condition. For fittings that have been properly cleaned, it is impossible to determine the method of cleaning or passivation that was used. AN/MS/NAS fittings sold by SUNCOR have been cleaned, descaled, and passivated to the applicable engineering specifications.

PASSIVE FILM: The major characteristic of stainless is its ability to form a thin layer of protection called a "passive film" on its outside surface. This film results from a continual process of low-level oxidation, so oxygen from the atmosphere is needed for the passive film to exist. Once formed, it prevents further oxidation or corrosion from occurring. Even if chipped or scratched, a new passive film on stainless will form.

PICKLING: Removing surface impurities by using chemicals.

PITTING CORROSION: Pitting indicates deep corrosion in localized spots on a fastener. Dirt or grease on certain portions of a fastener may block oxygen from that surface, thus impeding the passsive film that protects stainless from corrosion.

PROOF LOAD: A test load that a fitting must undergo without showing significant deformation. It is usually 90% that of yield strength.

SOLUTION ANNEALED (same as CARBIDE SOLUTION ANNEALED) : A process of heating and removing carbide precipitants (carbon that has broken loose from its stainless steel solution) by heating a finished fitting to over 1,850 degrees F. and cooling it quickly, usually in water, so carbon content goes back into the stainless solution.

THREAD: Class 1 threads are a loose tolerance. Class 2 threads comprise 90% of stainless fittings and are normal commercial tolerance. Class 3 threads have a stricter tolerance and tighter fit such as socket cap and set screws. No definite relationship exists between tensile strength and tightness or looseness of fit. The symbol "A" added to threads, such as 2A, means external threads (screws), and "B" means internal (nuts).

WLL: Stands for "Work Load Limit", this is the recommended weight limit for safe use

of a product.

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v.	Serial No. 78610037
MARTANNA LLC,	Filed: April 15, 2005
Applicant	

EXHIBIT A
(part 11)

Third Party Articles
1997

NAUTICA APPAREL, INC.

Jan – Mar 1997

Third Party Articles

Date	Publication	Page	Headline
1/1997	In Style	Style File; pg. 30	Style File
1/3/1997	DNR Accessories for Men Supplement	Pg. 22; ISSN:1041-1119	Loungewear, neckwear seen strongest in '97
1/11/1997	The Denver Post	Business; Pg. D 01	Mall targets more upscale stores
1/12/1997	Charlotte Observer	Iredell Neighbors;pg.2I	Mall merchants expect to cash in on Belk renovation
1/13/1997	Daily News Record	No.6, vol. 27; pg. 16; ISSN: 0162-2161	Logos push bubble jackets into high gear
1/20/1997	The New York Times	Sect.D, Pg. 9; Col. 1; Business/Financial Desk	Nautica Enterprises, Inc. reports earnings for 3rd qtr to Nov. 30
1/27/1997	Forbes	Money & Investments; The Funds; pg. 118	Married with Fund
2/1997	Childrens Business	No.2, Vol. 12; Pg. 46; ISSN: 0884-2280	The retailer speaks
2/3/1997	Crain's New York Business	Cover Story; Pg. 1	Heir Apparel: Federated's new president
2/8/1997	The Washington Post	Style; Pg. B 01; Fashion	Menswear: How tweed it is
2/10/1997	Newsday	Part II, Pg. B 03	Fall 97/New York/My Guys
2/10/1997	Footwear News	No.6;Vol.53;pg. 10; ISSN: 0162-914X	Major Designers hit athletic floor running.
2/13/1997	Newsday	Style File: Pg. B 17	Specs appeal
2/13/1997	Detroit Free Press	Lifestyle	Menswear designer take a more grown up approach
2/16/1997	The New York Times	Sect.6; Pg. 18; Col. 1; Magazine Desk	Culture Zone: common threads
2/19/1997	Knoxville News Sentinel (Tennessee)	Business; pg. B 1	Hues for him
2/21/1997	News & Record	Business; Pg. B 6	Levi Strauss cutting one fifth of workers
2/28/1997	The Baltimore Sun	Local News; Pg. 1 B	2 charged under new counterfeit goods law
3/5/1997	Fresno Bee (California)	Life; pg. F6; Food & Life-Movie Review	There's Rhyme & Reason to rap session
3/6/1997	The Post Standard (Syracuse, NY)	H J	Hip Hop music is slammin'
3/6/1997	Los Angeles Times	Life & Style; Part E; Pg. 2; View Desk	Photo: Match Play
3/10/1997	The Philadelphia Inquirer	Lifestyle	In London and Milan
3/10/1997	The Canadian Press	Lifestyles	BC Sections Fashions
3/13/1997	The Seattle Times	Business; Pg. D 1	Bon Marche envisions more stores
3/17/1997	Las Vegas Business Press	Vol. 1; Col.11, Pg. 7	Mens fashion sales soar in Las Vegas

Jan – Mar 1997

NAUTICA APPAREL, INC.

Third Party Articles

Date	Publication	Page	Headline
3/23/1997	The New York Times	Sect. 6, Part 2, pg. 63; Col. 2; Men's Fashion of the New York Times	Industrial strength denim
3/23/1997	Milwaukee Journal Sentinel	Lifestyle pg. 10	Spring Fashion
3/25/1997	Village Voice (New York, NY)	CityState; Pg. 27	DKNYPD: Cracking down on counterfeit clothing
3/25/1997	The Atlanta Journal Constitution	Business; Pg. 08F; Pg. 06F	New blood working to revive South DeKalb Mall
3/28/1997	The Denver Post	Living; pg. E 02	Fashion frozen men find it easier to thaw out a bit
3/30/1997	Pittsburg Post Gazette	Arts & Entertainment, Pg. G-11, Shopping with Polly	Sunny and bright from head to toe
3/30/1997	Chicago Sun Times	Show; Pg. 15; NC	Spring Fresh

April-June 1997

NAUTICA APPAREL, INC.

Third Party Articles

Date	Publication	Page	Headline
04/1997	Playboy	SECTION: No. 4, Vol. 44 Pg. 118	Power grooming; men's grooming products; Buyers Guide
04/1997	Children's Business	SECTION: No. 4, Vol 12 Pg. 13	Show wrap up: MAGIC best buys; boy's apparel
04/1997	Milwaukee Journal Sentinel (Wisconsin)	SECTION: Business Pg. 1	Shoes by Nautica
04/04/1997	The Denver Post	SECTION: LIVING; Pg. E-01	April Showers Face foul weather with a splash of style
04/06/1997	Sunday Times	SECTION: Features	Revenge of the Anorak
04/07/1997	Footwear News	SECTION: No. 14, Vol. 53; Pg. 7;	Journeys maps major expansion on teen turf; chain shoe store
04/08/1997	Buffalo News (New York)	SECTION: BUSINESS, Pg. 3E	BON-TON ADDING IN –STORE BOUTIQUES FOR POLO SPORTSWEAR
04/09/1997	Milwaukee Journal Sentinel (Wisconsin)	SECTION: News Pg. 8	FASHION WEEK Pinstripes carry the runways of fashion Designers' fortunes, rise, fall as wall Street holds firm
04/10/1997	The New York Times	SECTION C; Page 1; Column2; Home Deck	For AIDS Housing; Quality Where It Counts
04/17/1997	WWD	SECTION: No. 74, Vol. 173; Pg. 14	Nautica earnings gain 35%; women's business 'just OK."
04/21/1997	Business Journal-Charlotte	SECTION: Vol 12; No 2 Pg 1	Sponsors buzz for Rice Shooting star becoming hot commodity
04/27/1997	The Sun (Baltimore)	SECTION: BUSINESS, Pg. 1D	Forecast improves for London Fog; After debt problems, firm has returned to profitability; Company might go public; But recovery has been costly, as plant in Baltimore will close
04/27/1997	The Record	SECTION:LIFESTYLE; Pg. L02	ANOTHER GREAT ADVENTURE - SHOPPING
04/27/1997	The Herald (Rock Hill, S. C.)	SECTION: SPORTS; Pg. 5 D	LJ promises 'to get goofier'
04/29/1997	Columbus Dispatch (Ohio)	SECTION: FEATURES ACCENT & ENTERTAINMENT, Pg. 1B	READY, SET –ACTION
04/30/1997	DNR	SECTION: Vol. 27, No. 52; Pg. 1	Separating Dungarees From Pedigrees
05/01/1997	Nashville Business Journal	SECTION: Vol. 1; No 19	Shoe Manufacturer streamlines its way to profitability
05/02/1997	The Virginian-Pilot (Norfolk, VA)	SECTION: DAILY BREAK, Pg. E1	DESPITE THEIR PRICES, BRAND NAMES HOOK BUYERS
05/04/1997	The New York Times Company	SECTION: 9; Page 1: column 4 Real Estate Desk	POSTINGS: 50 Stores In First Phase, 30 More by Nex Year;

Date	Publication	Page	Headline
05/05/1997	Crain's New York Business	SECTION: News; Pg. 20	COMPANY SHORES UP NICHE, KEEPS DRESSING FOR SUCCESS; MILLERSHOR IS COVERING LARGER MARKETS AFTER FASHIONING A CONTRARIAN STRATEGY
05/09/1997	THE DALLAS MORNING NEWS	SECTION; House & Garden; Pg. 1G	GOING COASTAL
05/14/1997	THE DALLAS MORNING NEWS	SECTION: FASHION1DALLAS; COMPETITIVE EDGE; Pg. 3E	With gear at a minimum, volleyball style requires ingenuity
05/14/1997	Daily News Record	SECTION: No.58, Vol. 27 Pg. COV	**Nautica** puts finishing touches on European launch;
05/15/1997	The Daily News of Los Angeles	SECTION: L.A. Life	FASHION CALENDAR
05/18/1997	The Atlanta Journal-Constitution	SECTION: DIXIE LIVING; Pg. 03M	DIXIE STYLE; BRIGHT ACTIVE BOLD; Men's fashions in action
05/19/1997	Forbes	SECTION: LIVING;Trends; Pg. 288	The ticket pocket returns
05/25/1997	The New York Times	SECTION:6 Pg. 50 Column 1	AMERICA'S MOST WANTED
05/26/1997	Morning Star (Wilmington, NC)	SECTION: Lifestyle; Pg. 1 D	YOUNG, HIP AND FASIONABLE; Middle schoolers fight to keep up with trends just like the rest of the world
05/27/1997	The Toronto Sun	SECTION:IMAGINATION, Pg. 43 STYLE FILE	STYLE FILE COLUMN
05/31/1997	A. Magazine	SECTION: Pg. 46	THE CAPTAIN'S NEW CLOTHES
06/04/1997	The Oregonian (Portland, Oregon)	SECTION: LIVING; Pg. D04	LIFE'S A BEACH FOR MEN; THEY DON'T FEAR SWIMSUITS living Smart –Fashion Savoir-Faire
06/06/1997	Evening Standard (London)	SECTION: Pg. 28	How to surf for a bargain in cyberspace
06/08/1997	Buffalo News (New York)	SECTION: LIFESTYLES, Pg. 1 E	POOL CUES; FIVE GREAT LOOKS FOR THE SWIMSUIT SEASON
06/09/1997	Daily News Record	SECTION: No. 69, Vol. 27; pg 13	Nautica's David Chu's earnings rise royally; received $1.4M in salary and bonus, and $ 3.8M in royalty income;
06/10/1997	Charleston Gazette (West Virginia)	Section: News; Pg P5D	SUCCESSFUL INVESTING BROKERS CAN KEEP YOUR CERTIFICATES
06/11/1977	The Washington Post	SECTION: STYLE; Pg. D05; STYLE PLUS	Right Now

Date	Publication	Page	Headline
06/12/1997	The Houston Chronicle	SECTION:FASHION; Pg. 7	SWIMSUITS; Loose vs. snug for men
06/15/1997	Buffalo News (New York)	SECTION: BUSINESS, Pg. 15A	BON-TON SEES SIGNS OF LIFE IN AREA STORES RETAILER SAYS; SALES, PROFITS ARE INCREASING
06/17/1997	The Gazette (Montreal, Quebec)	SECTION:LIVING:FASHION STYLE; MEN'S WEAR; Pg. C1/BREAK	Shades of summer come in orange
06/19/1997	WWD	SECTION: No. 118, Vol. 173; Pg. 13;	Sassafras' new flavors; new divisional president Jeff Turpin to reorganize brands; Brief Article
06/30/1997	The Vancouver Sun (British Columbia)	SECTION: LIFE Pg. B7	Changed little, watches still make a tacking statement
06/25/1997	The San Francisco Chronicle	SECTION:BUSINESS; Pg. B1	Levi's Battles to Stop Slide in Market Share
06/19/1997	The Miami Herald	SECTION: NEIGHBORSMB Pg. 12	Herald Staff

July-Sept. 1997

NAUTICA APPAREL, INC.

Third Party Articles

Date	Publication	Page	Headline
07/1997	Esquire	SECTION: No. 1, Vol. 128; Pg. 76	The other side of pinstripes; men's fashions
07/03/1997	Orlando Sentinel (Florida)	SECTION: LIVING; Pg. E1	THE LATEST WATCH WORDS; POSH TO FUNKY; A WATCH IS MORE THAN TWO HANDS AND 12 NUMBERS. HERE'S SOME SAVVY ADVICE ON CHOOSING A STYLE TO MATCH YOUR MOOD WATCHES
07/04/1997	St. Petersburg Times	SECTION: TAMPA 7 STATE; Pg. 4B	Raid nets bogus designer clothes
07/04/1997	Hartford Courant (Connecticut)	SECTION:CONNECTICUT LIVING; Pg. E5	IN CLINTON, DESIGNER WEAR FOR A BARGAIN
07/07/1997	The Devner Post	SECTION:BUSINESS; Pg. E-02	Levi's fights to stop slide in market share
07/11/1997	Columbus Dispatch (Ohio)	SECTION:BUSINESS, Pg. 1 D	LAZARUS KICKS OFF TUTTLE SHOPPING ONSLAUGHT TODAY
07/13/1997	The New York Times	SECTION 6;Pg. 46;Column 1;	NET GAINS
07/24/1997	The Post and Courier (Charleston, SC)	SECTION:SUMMERVILLE, Pg.1	Teens' second-hand shop teaches business firsthand
07/27/1997	Sun-Sentinel (Fort Lauderdale, Fl)	SECTION:LIFESTYLE, Pg. 3E, FASHION	BACK TO COOL; CHOOSING BOTH SLEEK AND LOOSELY CASUAL LOOKS, TEENS ARE FORSAKING GRUNGE THIS; SEASON IN PURSUIT OF WHAT's HOT..ER,COOL
07/29/1997	CNNFN	SECTION:Business	Men's Wear Consultant
07/31/1997	Tulsa World (Oklahoma)	SECTION:LIVING; Pg. D1	Extremes; Between Geeky and Baggy, Classics Fit School Looks
07/31/1997	Detroit Free Press	SECTION: FEATURES; Pg. 1F	THE BOLD AND THE BEAUTIFUL DETROIT'S FASH BASH CROWD DONNED EVERYTHING FROM BOAS TO BLACK
07/31/1997	The Miami Herald	SECTION:LIVING; Pg. 1F	READING THE LABELS; OUR GUIDE TO WHO'S WHAT AMONG TEENS TODAY
08/1997	Apparel Industry Magazine	SECTION:No. 8, Vol. 58; Pg. 56	Suiting up Generation X; tailored clothing gets a makeover.
08/03/1997	The Washington Post	SECTION:STYLE; Pg. F03; FASHION	Footloose
08/03/1997	The Record	SECTION:LIFESTYLE; P L01	SLOW AND STEADY; EVOLUTION RATHER THAN REVOLUTION MARKS THE SPRING MEN'S WEAR COLLECTIONS

Date	Publication	Page	Headline
08/04/1997	THE AUSTRALIAN	SECTION; SPORT; Pg. 23	Hopes sink in Channel Race
08/05/1997	Calgary Herald (Alberta , Canada)	SECTION:LIVING:STYLE; Pg. B6	Men's options are limited: Beach Attire Isn't Varied, but Most Guys Don't Care
08/07/1997	The Post-Standard (Syracuse, NY)	SECTION:HJ; Pg. 1	FITTING IMAGE HOW TO GET THE HIP-HOP CLUELESS EVERYTHING SKATEBOARDER LOOK
08/11/1997	Advertising Age	SECTION: News; Pg. 27	BREAKING; NAUTICA: MARINE DEMIN GOES URBAN
08/14/1997	Newsday	SECTION:STYLE FILE; Page B17	READY, SET, SHOP/NEW TEMPTATIONS ABOUND FOR FASHION-CONSCIOUS CONSUMERS
08/17/1997	Wyoming Tribune-Eagle (Cheyenne,WY)	SECTION: News	
08/20/1997	The Record (Bergen County, NJ)	SECTION:BUSINESS; Pg. B03	WORTH NOTING
08/22/1997	Dayton Daily News (Ohio)	SECTION: LIFESTYLE, Pg 1C	FASHION IS BACK IN SESSION COMFORT RULES WHEN CHOOSING CLOTHES FOR THE CLASSROOM
08/25/1997	Richmond Times Dispatch (Virginia)	SECTION:METRO BUSINESS, Pg. D-11	EQUIPMENT FINANCIER OPENS OFFICE
08/28/1997	The New York Times	SECTION D; Page 6; Column 4; Business/Financial Desk	THE MEDIA BUSINESS; ADVERTISING – ADDENDA; Miscellany
08/29/1997	Daily News Record	SECTION: No. 104, Vol. 27; Pg. 10	Designers, top brands to drive 2d-half apparel growth; analysts. Some gains seen for tailored clothing as casual dressing slips; tailored, second half 1997, apparel brands.
09/4/1997	Rocky Mountain News (Denver, CO)	SECTION: SPOTLIGHT ON STYLE; Ed. F; Pg. 5D	Men's fragrances waft a long way, baby
09/05/1997	Daily News Record	SECTION: No. 107, Vol.27; Pg1	Nautica Enterprises to acquire golf apparel firm; W Magrath Apparel, green Grass resource, will function as a separate divison.
09/06/1997	Los Angeles Times	SECTION: Sports; Part C; Page 12 Zones Desk	Digest;WESTLAKE'S MILLER UNDECIDED ON FOOT SURGERY
09/07/1997	Charleston Gazette	SECTION: News; Pg. P6A	Lawyer busts those who steal intellectual property
09/09/1997	The Gazette (Montreal, Quebec	SECTION: NEWS; Pg. A6	In school, clothes make the rapper – or raver

Date	Publication	Page	Headline
09/12/1997	Dallas Business Journal	SECTION: Vol 21; No 3; Pg 16	**Nautica** lines up marketing push for Byron Nelson line
09/17/1997	Sun-Sentinel (Fort Lauderdale, FL)	SECTION: COMMUNITY CLOSE-UP, Pg. 14 NEXT GENERATION	YOU ARE WHAT YOU WEAR
09/21/1997	The New York Times	SECTION:6; Part 2, Page 75 Column 1; Men's Fashions of The Times Magazine	Out on a Limb
09/22/1977	HFN The Weekly Newspaper for the Home Furnishing Network	SECTION: No. 38, V ol. 71; Pg 1	**Nautica** inks Pfaltzgraff
09/22/1997	Advertising Age	SECTION: People; Pg. 34	PEOPLE; PHOTO REVIEW
09/26/1997	NBC NIGHTLY NEWS		DRESS-DOWN FRIDAY'S MEAN BIG BUSINESS FOR CLOTHING DESIGNERS
09/26/1997	Charleston Daily Mail (West Virginia)	SECTION: News; Pg. P1A	Stone & Thomas In transition Employees wonder what's in store
09/28/1997	Buffalo News (NY)	SECTION:LIFESTYLES, Pg. 3 F	CURRENT
09/29/1997	People	SECTION: STAR TRACKS; Pg. 6	STAR TRACKS
09/30/1997	Calgary Herald (Alberta Canada)	SECTION: LIVING: STYLE; Pg. C1/ FRONT	Fragrances for fall radiate a healthy, sporting image

NAUTICA APPAREL, INC.

Oct-Dec 1997

Third Party Articles

Date	Publication	Page	Headline
10/2/1997	International Herald Tribune	Feature; pg. 10	City takes center stage
10/6/1997	HFN The weekly newspaper for the Home Furnishing Network.	No. 40, Vol. 71; pg. 99	Nautica bets on design; style seen as key to Pfaltzgraff line
10/12/1997	Sunday Mail (Queensland, Australia)	Advert; Pg. 18	Summer set to sizzle
10/12/1997	Pittsburg Post Gazette	Lifestyle, pg. G-11, In Fashion	Weisshouse: 'most enjoyable for shopping
10/12/1997	The Atlanta Journal and Constitution	Dixie Living; pg. 08 M	In Style; In fashion
10/18/1997	The Post Standard	Local News; Pg. B 1	Nautica makes a splash in SU show
10/20/1997	Forbes	Management, strategies, trends; pg. 158	Jostling Nike
10/23/1997	Austin American States	Lifestyle; pg. E 3	Area stylists raise nearly $2,000
10/25/1997	Charlotte Observer	Home; Pg. 1 E	Designer furniture
1027/1997	Singapore Straits Times	News	Singapore retailer gains foothold in Seoul
11/2/1997	Palm Beach Post	Business, pg. 5 F	The shoe fit for new CEO at Genesco
11/2/1997	The Miami Herald	Home; pg. 17 H	Fashion makes mark on furniture
11/4/1997	Calgary Herald (Alberta, Canada)	Living; Style; pg. B 10	Name brands rule among savvy students.
11/6/1997	The Houston Chronicle	Fashion; pg. 1	The name game
11/7/1997	USA Today	Bonus; pg. 3 E	The right stuff
11/8/1997	The Vancouver Sun	Home; Pg. E 4	Designers bring name appear to furniture lines consumer mood
11/9/1997	Telegraph Herald (Dubuque, IA)	Features; pg. E 7	Furniture firms turn to trendy names for sales
11/13/1997	San Antonio Express News (Texas)	SA Life; pg. 12, part F	Haute shots
11/14/1997	The Independent (London)	Features; pg. 5	Zips and toggles are us?
11/15/1997	St. Louis Post Dispatch	Lifestyle; pg. 32	Get Dressed and get moving
11/17/1997	Newsweek	Society; Trends; pg. 77	Toeing the Designer Line
11/17/1997	Crain's Chicago Business	Real Estate; pg. 44	Real Estate Review
11/17/1997	Seattle Post Intelligencer	Lifestyle; pg. D 2	Beachgoer can dress swimmingly
11/24/1997	Fortune	Features; The Business Life/Fashion; pg. 208	Dressing right and getting it wrong
11/26/1997	Chicago Sun Times	Features; pg. 31 NP	Making the man;
11/29/1997	The Virginian Pilot (Norfolk, VA)	Magazine; pg. 002	Sun Mag; What's in store
12/4/1997	Los Angeles Times	Life & Style; Part E; pg. 2; View Desk	Page 2: Fashion; sense of style

Date	Publication	Page	Headline
12/5/1997	Salt Lake Tribune (Utah)	Business; pg. B 8	Meanwhile in Utah
12/7/1997	Newsday	Queens Life; Pg. G 13	Outings/A futuristic update of a timeless piece
12/8/1997	Advertising Age	News; pg. 16	Designer furnishings trend boosts mag pages
12/10/1997	Milwaukee Journal Sentinel (Wisconsin)	Heels pg. 1, Savage on Wheels	Villager minivan doesn't need a lot of flashy changes
12/11/1997	Tulsa World (Oklahoma)	Living; Pg. D 3	Consider all options when selecting bed sheets
12/16/1997	The Atlanta Journal Constitution	Features; pg. 02 E	Peach Buzz
12/23/1997	WWD	No. 121; Vol. 174; pg. 9; ISSN: 0149-5380	IPO underwriters recommend Dan River
12/31/1997	South China Morning Post (Hong Kong)	Style Briefing; pg. 16	Home hints
12/31/1997	The Dallas Morning News	Fashion! Dallas; pg. 1 E	Staying Power; Change is the lifeblood of fashion

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)

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STYLE FILE;I WANT, I NEED, I HAVE TO HAVE IT FOR JANUARY In Style January, 1997

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In Style

January, 1997

SECTION: STYLE FILE; Pg. 30

LENGTH: 665 words

HEADLINE: STYLE FILE;
I WANT, I NEED, I HAVE TO HAVE IT FOR JANUARY

BYLINE: INGRID SCHMIDT; RENE CHUN

BODY:
PEAK PANACHE

Ski fashion is making its way from the slopes of Sun Valley and other resorts onto Main streets everywhere. Magic Johnson and his son, E.J., walked the runway at **Nautica** in skiwear so versatile they wore it out the door. Val Kilmer was recently spotted in a down Nuptse vest by North Face paired with a white T-shirt and jeans for a cool, casual look. To give slim trousers an outdoorsy edge, add a sleek, colorful sweater, with or without zipper (a fitted silhouette will offset the clunk of fashion-forward boots and the bulk of padded, high-tech gloves). Then wind a thin, multicolored scarf round your neck and you're ready to go. Just be sure to leave your poles behind. 1. **Nautica's** cotton color-block Winter Sport sweaters, $ 128; at Macy's. 2. Black leather and technic nylon Sundance boots by Ralph Lauren Polo Sport, $ 149; at fine department stores nationwide. 3. Wrestle Nylon apres-ski pants in royal blue or black by 2BI, $ 85; at Barneys New York, 212-833-2322. 4. Multicolored Missoni scarves, $ 125; at Missoni, New York City, 212-517-9339. 5. Mossimo's Cellular Glove in yellow and blue with patches, $ 30; at Hudson's and Marshall Field's department stores, or call 314-421-4498 for information; Pamir Windstopper System gloves in Aztec blue, red or black by the North Face, $ 45; 800-362-4963. --Ingrid Schmidt

CURRENTS

EIGHTIES REDUX Iconic designer logos have gone from kitsch to fashionable. The latest status symbol: Gucci's updated "G" watch. The watch has been in demand since last fall when Maxine Bahns, Kirstie Alley and Bijou Phillips ordered theirs ($ 895, Gucci stores). DIOR DAYS The Christian Dior exhibit at New York's Metropolitan Museum of Art (December 12 through March 23) celebrates the 50th anniversary of Dior's New Look of 1947 and includes 80 original creations from this century's most influential (and most copied) designer. WHEN FUR FLIES Sharon Stone recently visited designer Zang Toi's New York showroom and purchased, among other things, a striped brown blazer with real mink collar and cuffs ($ 2,000). If animal rights is an issue: Actress Kelly Preston bought the same style blazer...trimmed with faux fur, of course ($ 1,300).

HER WAY tomorrow's tastemakers

LISA MARIE

Former Calvin Klein model Lisa Marie hopes to take Hollywood by surprise as Martian Girl in the new movie Mars Attacks! Now in theaters, the film was directed by Tim Burton, Lisa Marie's significant other.

occupation: "Fledgling Hollywood starlet"

favorite film: "Polanski's Repulsion. I love the mod London scene, the Grand Guignol plot, and Catherine Deneuve--she's the ultimate heroine."

favorite album: "Best of the Doors. All guys should wear frilly shirts and leather pants."

best fashion trick: "An Azzedine Alaia dress; it pushes everything just right."

describe your look five years ago: "Blond bombshell--in spike heels and trashy lingerie."

your look now: "Vargas Girl Goes Vintage. I'm into antique clothes. My favorite is a beaded flapper dress from the twenties."

your look in five years: "Indian chic. Goodbye rubber miniskirt. Hello sari." --Rene Chun

FILM TO FASHION

Ab Fab junkies in need of a fix have been making do with videos and reruns. Until now. The Last Shout, a new Absolutely Fabulous TV movie, debuts January 19 on Comedy Central. Costume designer Sarah Burns explains the contrasting styles of Edina and Patsy: "Edina is a complete label queen who buys everything two sizes too small. She may be wearing Lacroix, but there's always a visible panty line. Patsy is more elegant, but a bit raunchy. Imagine a cross between Cher and Ivana Trump." Look for Patsy making an entrance in a La Perla fishnet bodysuit, black Wonderbra, and four-inch stiletto heels. Burns says the vogue for tight, mismatched garments forced her to tinker with Edina's wardrobe. The result: Think Adidas tracksuit, silver lame shirt over an acid yellow DKNY top, platform sneakers. Sounds fab, right, sweetie darling?

GRAPHIC: COLOR PHOTO: CHARLES MASTERS, 1[Three **Nautica** ski sweaters]; COLOR PHOTO: CHARLES MASTERS, 2[Sundance boots by Ralph Lauren Polo Sport]; COLOR PHOTO: CHARLES MASTERS, 3[Two pairs of apres-ski pants by 2BI]; COLOR PHOTO: CHARLES MASTERS, 4[Missoni scarves and ski boot]; COLOR PHOTO: CHARLES MASTERS, 5[Two Cellular Gloves by Mossimo and two Pamir Windstopper System gloves by the North Face, on ski poles]; COLOR PHOTO: COURTESY OF GUCCI, [Gucci watch]; COLOR PHOTO: BARRY KING, [Lisa Marie]; COLOR PHOTO: COURTESY OF COMEDY CENTRAL, [Jennifer Saunders and Joanna Lumley in TV's Absolutely Fabulous]

LOAD-DATE: December 17, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 12:07 PM EDT

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Loungewear, Neckwear Seen Strongest in '97 DNR Accessories for Men Supplement January 3, 1997

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DNR Accessories for Men Supplement

January 3, 1997

SECTION: Pg. 22; ISSN: 1041-1119

RDS-ACC-NO: 845457

LENGTH: 1346 words

HEADLINE: Loungewear, Neckwear Seen Strongest in '97

BYLINE: CATHERINE SALFINO

HIGHLIGHT:
Loungewear and neckwear see growth in department stores, led by designer names

BODY:
Loungewear is seeing growth in department stores, led by designer names like Tommy Hilfiger and **Nautica.** Accesories sales saw strong growth in the last quarter of 1996, sometimes reaching the double digits, according to executives at major retailers. Loungewear was one of the strongest areas in the men's business in 1996 at Mercantile Stores, according to Robert Sears, divisional merchandise manager. Ron Sick, buyer for dress shirts, neckwear, furnishings and accessories at Crowley Milner, said his loungwear business is up 44% over last year's. Both Sears and Sick cite designer brands as impetus to this increased growth. Neckwear too is seeing healthy growth: for 1996, neckwear was up 7% at ZCMI stores (Salt Lake City, UT), according to Mike Walker. Buyer for men's dress shirts and neckwear. Designer labels are a strong point in this category, too. Full text discusses this trend in more detail.

NEW YORK (FNS) -- Department stores are expecting strong results from accessories and furnishings in 1997, with designer loungewear leading the charge.

Executives at these major retailers said accessory sales experienced very strong increases during the last quarter of '96, sometimes even racking up double-digit gains. This meant good news in particular for neckwear, which has suffered the last couple of years. But the category that has retailers rubbing their hands with anticipation is loungewear. Thanks to designer names like Calvin Klein, Tommy Hilfiger, **Nautica** and, more recently, Polo by Ralph Lauren, the classification is catching fire. So rather than relegating loungewear to a holiday buy, stores are looking to increase its space year-round.

"Two to three years ago there was no designer direction in this business," said Bill Howell, divisional vice-president for men's wear at McRae's, Jackson, Miss. "Now, with the designers' involvement, it's created a whole new interest in this area. And we have a lot of fashion stories to tell where we didn't three years ago."

At Mercantile Stores, loungewear was one of the strongest areas in the men's accessories business in '96, according to Robert Sears, divisional merchandise manager. He said he'll be looking for more space for the classification this year. "It's become an item for all year 'round," he said. "Whereas before we would find

extra space for holiday and then shrink it down, I don't see it shrinking down now. Loungewear has become more like sportswear and fashion is driving the business."

Ron Sick, the buyer for dress shirts, neckwear, furnishings and accessories at Crowley Milner, said **Nautica,** Tommy Hilfiger and Calvin Klein are driving loungewear growth. Whereas in the past loungewear selection was limited, Sick noted, "now there's so much, it's hard to tell the difference between the loungewear and sportswear." Hot items for holiday included short and long flannel boxers, and pants.

Robes, which traditionally fare well as a holiday gift item, also sold well, stores said. At Crowley Milner, Sick said that since all his areas did well in '96, he'll be looking to get more space this year for everything, but especially loungewear. Sick said his loungewear business is up 44 percent over last year's. He's doing well with names like Joe Boxer, Perry Ellis America, and Bottoms Up by Host Apparel.

He doesn't carry designers like **Nautica** or Calvin Klein. "I've already placed my loungewear order for spring it's put to bed," Sick asserted. "I think it's doing so well because it's comfortable and it's becoming a way of life." Sick said he thinks people are getting into loungewear when they get home, rather than putting on jeans. But he added that Crowley's denim business is healthy too.

McRae's Howell said he believes his accessories are selling better than ever because of the increased designer business. "We're carrying more designer brands overall and we've traded up our private-label programs," he said, citing belts as another category that has benefitted from the changes. "The perceived value was there, so we could get a higher retail, too."

While retailers are not rushing to allocate more space for neckwear, the category is showing renewed strength, and higher-priced goods are checking. Neckwear is doing quite well right now at McRae's, said Howell. Although the number of units was down throughout the year, Howell said the average out-the-door retail price increased from last year, making up for the decrease in units. He said he'll buy the same number of units for '97 and react to trends if anything gets hot.

At ZCMI stores, neckwear is holding its own, according to Mike Walker, buyer for men's dress shirts and neckwear. For 1996, neckwear was up 7 percent at the Salt Lake City, Utah-based chain, with shirts and ties posting an 8 percent increase for December. "We're doing very well with Tommy Hilfiger from Superba, and Studio by Fumagalli's," Walker said. "Our Norman Rockwell designs from Watson Bros. have sell-throughs of 10-15 percent weekly. And Bill Blass Black Label from Mallory & Church has also been very strong with about 8 percent sell-throughs weekly."

Walker said this was the third holiday season in a row where ZCMI had very strong neckwear and shirt sales, a trend that was quite different from the rest of the country. "Our customer base in the Salt Lake City metro area is still very traditional, wearing the suit and tie or sport coat and tie to work," he explained. "A lot of companies here are going casual in dress but not to the degree of the rest of the country."

Although ZCMI's designer business is strong, Walker said the private label and smaller brand names fuel business and will continue to take up most of his neckwear space. "What's really driven the category is the non-glamour part of business with Peter Thomas by Superba and Zylos," he said. "It would be nice to say we only go with the fashion houses like Armani," noted Walker. "But many of our customers don't understand paying $45 or $75 for a tie. So we'll have nice goods for nice prices that drive the business."

Crowley Milner's neckwear has seen a 20 percent increase, while at Mercantile, neckwear outperformed expectations in the last quarter of '96. Mercantile's Sears said he expected to end '96 with a single-digit increase. "Ties had a really good first week in December and neckwear has not been great for the last two years," Sears said. This year, he said he'll give neckwear the same amount of space on the floor that it occupied in '96. "The good thing about neckwear is, if it sells well, we can react to a trend, and if it doesn't, we have room to maneuver."

During the accessories market, retailers will be looking for a variety of needs, from belts to loungewear, for Father's Day and fall.

Sears said Mercantile people will be looking primarily at fall items this market. "We'll be looking for next year's loungewear and we plan to see the major lines by Tommy, **Nautica** and Calvin Klein," he said. "Also Polo is getting more involved in that business so we will look at them as a new candidate."

McRae's Howell said the market weeks are an important time for his people to take a look at new styles in belts, and they will probably also look at loungewear for both Father's Day and fall.

For ZCMI's Walker the market week will be useful for picking up a few things that fit with the mix he's already offering his customer. "I've had a good response to textured woven ties," he said, adding that he plans to look at Azizo Imports. But Walker said it's important to tailor trends for his customer. "Sometimes I want to go and get this, this and that. But I did that before and found out I was either too early or late with the trend. So now I go in and adapt what they're showing to what I think is right for my customer in my area. We're definitely a different animal compared to Chicago or New York or Atlanta." Crowley Milner's Ron Sick said he'll be keeping an eye out for interesting belts. "We have an older customer and do a lot of basic looks. I want to put more fashion into it."

TYPE: Journal; Fulltext; Abstract

JOURNAL-CODE: DNRACMES

LOAD-DATE: October 27, 2004

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 12:07 PM EDT

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Mall targets more upscale stores Cherry Creek owner wants to duplicate New Jersey mall's retailers The Denver Post January 11, 1997 Saturday

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January 11, 1997 Saturday 2D EDITION

SECTION: BUSINESS; Pg. D-01

LENGTH: 617 words

HEADLINE: Mall targets more upscale stores Cherry Creek owner wants to duplicate New Jersey mall's retailers

BYLINE: By Penny Parker, Denver Post Business Writer

BODY:
SHORT HILLS, N.J. - It would be a tall order to duplicate the long list of upscale stores in The Mall at Short Hills.

But the Taubman Co. plans to replicate some of them in the Cherry Creek mall's addition, and sprinkle on a few of its own amenities.

Taubman, the Michigan-based owner of both malls, wants to attract some of Short Hills' unusual apparel, home furnishings, and toy and gadget stores, while keeping in mind Denver demographics.

Shoppers in this New York City suburb boast some of the highest incomes per household in the country, and the 1.35 million-square-foot shopping center draws customers from a 40-mile radius.

"It's important to recognize that the Short Hills market is very different than the Denver market," said Nick LeMasters, Cherry Creek mall general manager. "It's far more affluent and incomes are very high. They have some tenants we would be delighted to have here, but others might be perceived as too high end or fashion-forward for this marketplace."

Taubman announced last summer plans to add 156,000 square feet to the existing 1 million square feet in Cherry Creek, at a cost of $ 70 million. The expansion will add 30 specialty shops and a new and bigger Lord & Taylor store. The target opening is August 1998.

Cherry Creek made its first move yesterday toward the mall's remodeling and expansion. Barricades went up around the Grand Court - the amphitheater-style area in the center of the mall - where construction is under way to transform the area into a "lobby lounge."

The Lobby Lounge - a working name for the new area - will be modeled after Short Hills' Grand Court. Cushy leather chairs, coffee tables and reading lamps invite weary shoppers to take a break. The Grand Court in the New Jersey mall also is equipped with credit-card-accessible telephones. Cherry Creek's version will go further, LeMasters said.

The Denver Metro Convention & Visitors Bureau will open a branch office in the new area that will serve as the city's concierge. Visitors Bureau employees will be able to make restaurant, theater, sports and

sightseeing reservations for mall visitors starting in mid March.

"We estimate the visitor market captures 30 percent of our entire sales," LeMasters said. "We tested in our shopping center in Reno, which has a very strong visitor market as well. After seeing it there, it make sense to have it here as well."

Taubman has announced that Tiffany & Co., the chi-chi jewelry store; Restoration Hardware, a home-furnishings retailer that opened its first Colorado store at Park Meadows mall; and Rainforest Cafe, an eater-tainment restaurant, have signed leases for the project.

LeMasters announced yesterday that Papyrus, a high-end stationery store, has also signed up for a space in the addition. And his "wish list" includes other stores that already have homes at the Mall at Short Hills.

The list includes: Lauren Brooks, a home-furnishings store in Park Meadows mall that features romantic decor; Cole Hahn shoes; Claiborne men's store; **Nautica;** Tommy Hilfiger; Dana Buchman women's clothing; Learningsmith, an educational toy store; Fossil, a watch and gadget store; and Crate & Barrel.

"We want to be as different from our competition as we can possibly be, continue to be distinctive and secure our position as the pre-eminent shopping destination in the entire Rocky Mountain region," LeMasters said. "In order to do that, the retail component is the most critical factor."

Cherry Creek's most recent - and perhaps most formidable - competition is Park Meadows, TrizecHahn Co.'s mall to the south. Park Meadows has taken a chunk out of Cherry Creek's sales since the Douglas County mall opened last August.

GRAPHIC: PHOTOS: Special to The Denver Post/Lisa Kyle The Mall at Short Hills, N.J., features a Grand Court, above, that has cushy leather chairs, coffee tables and reading lamps for weary shoppers. Cherry Creek mall is planning a Lobby Lounge modeled after the Grand Court for its addition. Learningsmith, below, an educational toy store at the New Jersey mall, is on Cherry Creek's wishlist for new tenants for the expansion.

LOAD-DATE: January 14, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 12:05 PM EDT

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MALL MERCHANTS EXPECT TO CASH IN ON BELK RENOVATION Charlotte Observer (North Carolina) January 12, 1997 Sunday TWO EDITION

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Charlotte Observer (North Carolina)

January 12, 1997 Sunday TWO EDITION

SECTION: IREDELL NEIGHBORS; Pg. 2I

LENGTH: 428 words

HEADLINE: MALL MERCHANTS EXPECT TO CASH IN ON BELK RENOVATION

BYLINE: JOE MARUSAK and CAROLYN PRESSLY, Staff Writers

DATELINE: STATESVILLE

BODY:
Belk's planned $2.7 million refurbishing of its Signal Hill Mall store may not only be good for Belk: Other Signal Hill merchants expect the major renovation to draw more customers through their doors, too.

"I'm extremely encouraged by it," said Mark Barry, manager of Hills Department Store, which along with Belk, JC Penney and Peebles is an anchor at Signal Hill. "I anticipate it will bring additional traffic to the mall and to Hills."

Belk officials on Tuesday said the store's new look will include an updated entrance, spacious marble aisles and new lighting and carpeting. Construction should begin late this month and be completed this fall.

The 78,000-square-foot store opened in 1973, the same year as the mall, and Belk officials said the store was due for updating.

"The store was looking a little tired," said John Pennell, executive vice president and supervising partner of Charlotte-based Belk Brothers Co. The group operates 11 stores in Charlotte and surrounding markets.

Pennell said Statesville always has been a strong market for Belk, "and we're committed to doing what's necessary for Belk to remain the department store of choice here."

The renovation also will include expanded men's, women's and cosmetic lines.

The store will enlarge its cosmetics area for broader product lines from Clinique, Estee Lauder and other leading brands. Expanded men's department offerings will include Tommy Hilfiger, Chaps by Ralph Lauren, **Nautica** and others. Hilfiger and **Nautica** will open shops within the department.

A Liz Claiborne shop is planned for the women's area, as well as a larger selection of such brands as Lee, Levi and Calvin Klein.

The expanded lines are important to keeping more local shoppers from traveling to larger Belk stores in Winston-Salem and Hickory, said Burr Collier of C & J Associates, the private partnership that owns Signal Hill.

Linda McClure, who manages Wooten Jewelers at the mall, agrees that Belk's expanded lines will save shoppers mileage. She said she'll save on trips to larger Belk stores in Charlotte and Hickory.

"I'm just proud they're doing this now," said McClure, who said she wishes the store had refurbished even earlier.

The renovation will "help everyone here, traffic and sales-wise," McClure said.

Belk opened in downtown Statesville in 1912 on West Broad Street, moved to a nearby 27,000-square-foot location in 1935 and four decades later located at Signal Hill. The mall's other anchors also have undergone major renovations in recent years, Collier said.

LOAD-DATE: October 17, 2002

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 12:05 PM EDT

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Logos push bubble jackets into high gear; many new brands are using aggressive ad campaigns to reach urban consumers; includes related article on Golden Bear's trademark suit against Bear U.S.A. Inc. Daily News Record January 13, 1997

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Daily News Record

January 13, 1997

SECTION: No. 6, Vol. 27; Pg. 16; ISSN: 0162-2161

IAC-ACC-NO: 19030419

LENGTH: 1274 words

HEADLINE: Logos push bubble jackets into high gear; many new brands are using aggressive ad campaigns to reach urban consumers; includes related article on Golden Bear's trademark suit against Bear U.S.A. Inc.

BYLINE: Spevack, Rachel

BODY:
NEW YORK -- Logoed down bubble jackets have taken the young men's outerwear market by storm this winter, winning especially ardent fans among fashion-conscious urban youth.

Key to the success of these jackets is their logos, which are prominently placed on the garments, usually on the chest. The logos must be the brands customers want, say retailers. Labels in demand at retail this season include First Down, South Pole, Bear USA, Polo, Tommy Hilfiger, **Nautica** and The North Face.

"The logos are good. That's what people come here for -- the name," said Brian Kilpatrick, a partner in L.A. Fashion, a men's and women's store in Springfield, Mass. He said his customers come into the store asking, "You got South Pole? You got First Down?"

Bubble coats are not new to the outerwear market, of course. The brand recognition for First Down, in fact, was created with its introduction of bubble coats four holidays ago, according to Nathan Kestenman, executive vice-president of Turbo Sportswear Inc., parent of the First Down line. Turbo, based in Perth Amboy, N.J., is an importer of young men's outerwear and sportswear.

Kestenman said the logo has been key to First Down's success, but it's not the logo alone that's responsible. "It's a combination of the logo as well as the styling as well as the marketing program. You need all three elements in order to achieve the awareness level and appeal to the cutting-edge customer. The logo is somewhere on the outside of every garment that we produce." It's also "very prominent" in the advertising for First Down, he added.

Turbo has been down this road before. About six years ago, its Triple Fat Goose outerwear label achieved the same kind of notoriety that First Down has today, Kestenman said. Now, Turbo uses the Triple Fat Goose brand for its more mainstream styles and incorporates "cutting-edge fashion trends" into First Down. The First Down name, which was launched for fall '92, is meant to connote the premier down brand, he

said.

"We use First Down on sportswear as well as outerwear. We've licensed it for footwear, jeans, backpacks, belts and watches, all men's." Turbo also markets women's and boys' coats under the brand.

Turbo advertised the First Down brand intensively in five major markets starting for back-to-school '96 -- New York City, Philadelphia, Baltimore, Detroit and Chicago. The campaign, which is ongoing, includes radio spots and uses outdoor vehicles such as billboards and the sides of buses, Kestenman said. In addition, Turbo runs print ads for the brand in national magazines such as The Source, Vibe and Slam. All of First Down's advertising features its current endorser, Stephon Marbury, a rookie guard for the Minnesota Timberwolves basketball team.

While First Down is known for its bubble jackets, the line also includes techno-looking jackets, technical outerwear and more fashion-forward-looking snowboarding and ski jackets, Kestenman said. Asked if he thinks bubble jackets will continue to sell next year, he replied: "We see bubbles going forward, but we've put a lot of new twists [in them] to keep them looking fresh for the marketplace." Its down bubble jackets range at wholesale from $ 65 to $ 90.

Bear U.S.A. Inc. also expects to go forward with bubble jackets, which it markets under its Bear USA brand. "The bubble jacket has been our strength," said Thomas B. Hong, president of the Norwood, N.J.-based company. "That's what the industry has come to know us by. Based on the sales and the figures that we have, I think the bubble will still be present in our product line and we'll still continue to go forward with that. Of course we will continue to develop new products. You'll see our presence in activewear also. Footwear will be very strong as well."

Bear U.S.A., which is a little over three years old, sources its production overseas. Its strength has been in the fashion outerwear business, but it also markets footwear, which it launched last year. Its target customer is "the MTV crowd -- young, hip-hop, fashion-conscious," Hong said.

Bear's retail distribution is pretty equally split between department and specialty stores. Its strength is in the Northeast and New England, but it also has distribution along the Eastern Seaboard and at such accounts as The Bon Marche and Macy's East and West. Its down bubble jackets retail for approximately $ 130-$ 140.

The Bear USA logo has been "very important" to the success of the outerwear, Hong said. "That's one of the reasons why we've had so many problems with so many people knocking off our brand. We've had some trademark infringement cases. That's one of the things we are dealing extensively with at this time. We stress to all the retailers that we are Bear U.S.A. Our brand and the name is very strong and it's very important to us. That's why we're doing whatever we can to legally protect our trademark and goodwill."

Bear U.S.A. has done very little advertising to date. Instead, it's been successful through customer recognition of the product, Hong said. Its jackets have been featured editorially in The Source, Vibe and GQ, and have been worn by actors on the TV show New York Undercover (through an arrangement with the company). "Going forward we intend to advertise quite extensively through the print media and billboards, focusing on our target markets," he noted. "We are planning to go across the country. We've hired an outside advertising agency and are working out the details." Hong said he doesn't know yet whether Bear will have a campaign ready in time for spring, but it will definitely have one ready for back-to-school.

Derek Morris knows about bubble jackets. As owner of Top of the Line Clothing, a men's and women's specialty store operation with two units, Fall River and New Bedford, Mass., he carries such outerwear labels as First Down, South Pole, Bear USA, TKO and Perry Ellis.

He thinks that "If it wasn't for the logos, the jackets wouldn't sell. People are looking for quality but they're paying for labels. They look at the label first, then they look at the jacket. First Down is what's happening right now. The Bear jacket is popping. Davoucci [a label known for its shearlings] is selling like crazy. I sell a lot of shearlings. My customers ask for Davoucci. They ask for TKO, South Pole, Bear."

A First Down reversible jacket that is selling very well at Top of the Line Clothing this winter has a camouflage print on one side and is solid black on the other, Morris said. "That's an excellent jacket. It retails for about $ 180. The logo is not really big; it's got a small logo on the left-hand side."

Morris said he will carry all of the bubble-coat lines going forward, but he thinks they will have to come up with different styles in the coming seasons. "As of right now, the bubble style is sharp. South Pole and First Down and Fubu and Bear are all the same. They all have the bubble look. If you take Sir Benni Miles and put it next to them, there's no comparison. It's much different. The coat is much bulkier." Sir Benni Miles is a New York-based line of outerwear, sportswear, activewear and jeans. A down vest by Sir Benni Miles is a hot item this winter, he added.

Kilpatrick of L.A. Fashion thinks outerwear makers may be able to keep churning out bubble jackets "because a lot of people like that style. I think it can keep going."

He carries South Pole all year-round because he carries its sportswear and jeans in addition to its outerwear. He only buys bubble coats from First Down, however. Kilpatrick said the next label he wants to carry is Bear USA.

GRAPHIC: Photograph

IAC-CREATE-DATE: January 22, 1997

LOAD-DATE: January 31, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Tuesday, June 20, 2006 - 12:03 PM EDT

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Nautica Enterprises Inc.(NAUT,NNM) reports earnings for 3d qtr to Nov 30 The New York Times January 20, 1997, Monday, Late Edition - Final

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January 20, 1997, Monday, Late Edition - Final

SECTION: Section D; Page 9; Column 1; Business/Financial Desk

LENGTH: 54 words

HEADLINE: **Nautica** Enterprises Inc.(NAUT,NNM) reports earnings for 3d qtr to Nov 30

BODY:

**** COMPANY REPORTS ****

Nautica Enterprises Inc.(NAUT,NNM)

3d qtr to Nov 30	1996	1995
Sales	116,570,000	90,819,000
Net inc	15,964,000	11,906,000
Share earns	.37	.28
Shares outst	43,253,000	42,655,000

The per-share figures reflected a 2-for-1 stock split on May 28, 1996.

LOAD-DATE: January 20, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Tuesday, June 20, 2006 - 12:02 PM EDT

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Married with fund Forbes January 27, 1997

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January 27, 1997

SECTION: MONEY & INVESTMENTS; The Funds; Pg. 118

LENGTH: 711 words

HEADLINE: Married with fund

BYLINE: By James M. Clash

HIGHLIGHT:
You can manage a successful fund from anywhere, including a home office. For the Bonnel Growth Fund, make that two home offices.

BODY:
EVERY WEEKDAY MORNING Arthur and Wanda Bonnel do what many married couples do: get dressed, eat breakfast, kiss each other good-bye and rush off to work.

The Bonnels' commute, however, is just 60 feet down the carpeted hallway of their Reno, Nev. home, to a space where they run a $ 100 million mutual fund. Wanda, 45, is the analyst and handles back-office operations; Art, 51, is portfolio manager. They work in separate rooms.

Their two-year-old United Services Bonnel Growth Fund has averaged an annual return of 36%, six points ahead of the market. Before Bonnel Growth, they ran the MIM Stock Appreciation Fund from 1989 to 1994, beating the S&P by seven points.

The two met while working together at a money management firm, also in Reno, and married in 1987. They have no children, but they do have the fund. Says Wanda: "It's probably as much work as kids."

Maybe more. The Bonnels spend 10 to 12 hours a day pouring over the 10,000 or so publicly traded stocks to come up with the 100 that sit in their portfolio. Besides liquidity (minimum daily trading volume, 20,000 shares), the Bonnels want a stock to meet four criteria:

First, a healthy earnings gain in the most recent quarter from the year-earlier quarter. No exceptions. "We don't care if they've found a cure for cancer," says Art, who recently dumped LoJack, which makes an anti-auto-theft device, because of flat third-quarter earnings.

Next, an earnings growth rate (in percentage points) higher than the forward-looking price/earnings ratio. Coca-Cola, for example, saw third-quarter earnings growth only in the teens, versus a P/E in the 30s. "There's nothing fundamentally wrong with the company," says Art, "but I don't get that warm, fuzzy feeling with Coke." Hence, Coke's not in the portfolio.

The third criterion is a strong balance sheet. The Bonnels like to see a current ratio -- current assets to

current liabilities -- of 2-to-1 or better. The ratio of debt to equity should be no higher than 30%.

Finally, the Bonnels look for substantial insider ownership of stock, 5% to 20%. "We want management working for us," says Wanda.

Typical of the Bonnels' bigger stocks is Intel, which, at a recent 131, represents 1.9% of the fund's portfolio. Third-quarter earnings were up 46%, more than double Intel's 1997 estimated P/E of 21. The current ratio is almost 3-to-1. Intel has debt equal to only 4% of equity and is 7% owned by management.

Another Bonnel favorite: Billerica, Mass.-based Centennial Technologies, a manufacturer of credit-card-size personal computer modems and, at 4%, their largest holding. The Bonnels' average cost was 8 just a year and a half ago; the stock now trades at 50. The forward-looking P/E of 42 compares with a recent quarterly earnings growth rate of 180%.

Besides technology, the fund is heavily weighted in retail (Sears and Ross Stores) and apparel (**Nautica** Enterprises) -- sectors that the Bonnels think will continue to benefit from a strengthening 1997 economy. They also like drug stocks, Merck and Eli Lilly in particular, which should continue to grow as baby boomers age.

Art Bonnel's first stock purchase was in November 1963. John F. Kennedy had just been assassinated, and the market was in a panic.

"I didn't have any of my own money," says Bonnel, "so I told my father, 'I don't think the end of the world is coming just because the President was assassinated.' He set up a $ 4,000 account for me, and I bought Sperry Rand and Ampex when the market reopened. Sure enough, the stocks went up a couple of days later, and we made a few bucks." If it was that easy, he was hooked.

He's still a bull: "I think by the year 2007 the Dow will be at 20,000."

If you agree, consider this no-load, available for a $ 5,000 minimum, purchased directly or through the three major fund consolidators. Its 1.8% annual expense ratio is a bit stiff, but has come down from 2.5% in 1995 and should continue to drop as the fund gets bigger.

While this is an excellent small fund, it isn't for those worried about the next market correction. The 50% technology stake, the absence of a cash reserve and an average trailing P/E of around 30 (to the market's 21) make Bonnel Growth a potentially volatile investment.

GRAPHIC: Picture, Managers Wanda and Art Bonnell, Some couples have overachieving children. They have an overachieving fund. ALAN LEVENSON

LOAD-DATE: January 20, 1997

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Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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The retailer speaks: Boys Connection, Bala Cynwyd, Pennsylvania. Children's Business February, 1997

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Children's Business

February, 1997

SECTION: No. 2, Vol. 12; Pg. 46; ISSN: 0884-2280

IAC-ACC-NO: 19296812

LENGTH: 919 words

HEADLINE: The retailer speaks: Boys Connection, Bala Cynwyd, Pennsylvania.

BYLINE: Sanders, Shari

BODY:
Retailers sometimes treat boys like step-children. Robin Freedman treats them like only children. She owns Boys Connection, a store that caters exclusively to the size 8 to 20 customer. The shop is a diamond in the rough, if not a needle in a haystack. In 1991 Freedman, like many other parents, had difficulty finding "decent clothing" for her 9-year-old son David. But unlike others, she took action. With husband Michael's help - he owns a men's store in Philadelphia - Freedman opened a shop of her own. Today the couple still consults on fashion trends, but Freedman has stuck to her guns and maintained the 1,500-square-foot Boys Connection's dedication to the 8 to 20 niche. The market has shifted since she opened her doors. Now she services the second-generation customer - younger brothers, cousins or friends of original shoppers. But some things never change. Freedman says her customers are still like family: "Kids come in to buy their Bar Mitzvah suits, and their mothers come in to show me the pictures. I like that recognition." - Shari Sanders

CB: How is business different now?

Robin Freedman: In '91 people were still reacting to the tail-end of the '80s. Expensive leather coats were really popular. The attitude was: The more, the better. People are still willing to pay, but they want value. We've seen the sports licensed business decline. Too many logo changes. Now it's brands. We do really well with Hilfiger, **Nautica,** Polo, Quicksilver and Nike. We've completely abandoned the grunge look. Now it's about looking fashionably neat. This winter we're selling a lot of corduroy pants. We couldn't give those away in '91.

CB: How has the market shifted?

Freedman: When I first opened, many specialty stores in the area were starting to eliminate bigger boys' sizes. Now most only go up to size 7. In '91, there were a few department stores in this area that offered boys' wear, but not a good selection. Strawbridge & Clothier and Wannamaker's have since gone under. Nordstrom is now in King of Prussia (an upscale mall outside of Philly). I was really nervous when they opened, but they really haven't hurt my business. They do a good job with lots of things, but I don't think boys' clothing is one of their stronger points.

Manufacturers have also changed. A lot have eliminated 8 to 20, and you can't blame them if it's not profitable. We are continually trying to replace vendors. Others have gone the route of selling to every retailer out there. I don't want something that's sold in a mass merchant. Again, you can't blame the manufacturer because that's where the volume is. It's getting harder and harder to find unique merchandise. Only a handful of stores are trying to make a go of selling unique boys' merchandise, but each year we've seen sales increases.

CB: Describe your clothing selection.

Freedman: Many boys around here go to private schools, so I carry lots of navy blazers and khakis. The store is closed in July because so many kids go to camp. For the summer I offer lots of shorts and cool T-shirts. The meat of my business is in suits. We carry 500 in stock. If you think it's hard to get boys' sportswear in sizes 8 to 20, imagine how difficult it is to find a good suit. Many people are convinced that boys don't want to dress up. On the contrary. There is no reason a boy should look any less presentable than a girl.

CB: You put boys on a pretty high pedestal.

Freedman: That's the way they want to be treated. They come first here. They have a lot of influence. They're making buying decisions even if their parents are paying the bills. I was a nursery school teacher, so I know how to treat children. You have to make them feel important. I put in a video game system so they're occupied if they don't feel like shopping. It's a bribe, too, for parents to get them into the store. I'm a firm believer in bribes. Sometimes they come in after school just to play. That's fine with me.

CB: Why is your store successful?

Freedman: We seem to fill a real need. I've found that I'm definitely not the only person who has been frustrated at retail. People tell me that they've been looking for a place like this for a long time. They don't have the patience for the malls. There are so many stores, it gives them a headache. They know they can drive right up to my store, and 99 percent of the time find exactly what they're looking for. Both parents usually work, and the kids have so many other things to do besides roam the malls looking for clothes. People come here for service. They say, "You know what size Johnny wears," and they feel comfortable that I do. They're people from the neighborhood, but they also come from Ohio and Pittsburgh, even Phoenix. They've been to affairs in the area, admired what a boy was wearing, and asked where he bought it.

CB: How else do you generate traffic?

Freedman: I advertise in Philadelphia magazine. They named us Best of Philly for boys' wear.

CB: How do you shop?

Freedman: The kids' trade shows are not helpful to me. I go to MAGIC in February, September is too crazy with Back-to-School. I seek out lines that are not in department stores, but with the brands like Tommy and Polo it's hard. At MAGIC I sometimes do special orders with men's manufacturers.

CB: What determines your buying decisions?

Freedman: My customers don't care that much about price. Quality is number-one. The fashion also has to be right. We have to give them new reasons to shop all the time.

GRAPHIC: Illustration; Photograph

IAC-CREATE-DATE: April 14, 1997

LOAD-DATE: April 15, 1997

HEIR APPAREL: FEDERATED'S NEW PRESIDENT COMES OUT FROM BEHIND QUESTROM'S SHADOW Crain's New York Business February 03, 1997

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Crain's New York Business

February 03, 1997

SECTION: Cover Story; Pg. 1

LENGTH: 1187 words

HEADLINE: HEIR APPAREL: FEDERATED'S NEW PRESIDENT COMES OUT FROM BEHIND QUESTROM'S SHADOW

BYLINE: Ylonda Gault

BODY:
Terry J. Lundgren, the most powerful man in fashion nobody's ever heard of, favors somber gray suits.

The only sign of luxury in his corporate office high atop Macy's Herald Square is the richness of warm sunlight that bathes the room through floor-to-ceiling windows. His refined tastes, easy charm and ready smile make him a natural for the city's social circuit.

But Federated Department Stores Inc.'s chief merchant, who has a hand in virtually every item in the company's 411 stores, is more likely to be working a showroom than a ballroom-feeling fresh fabric rather than pressing the flesh.

"I'm in love with the product," says Mr. Lundgren. "The look of it, the touch, watching the customer react. I just love everything about it. The day I don't is the day I exit this business."

That day will likely be a long time coming. Last month, Mr. Lundgren was named president and chief merchandising officer of Federated's $15 billion stable of stores, effective in May when Chairman Allen Questrom steps down.

Mr. Lundgren will clearly play a broader strategic part as president, but his precise role is as yet uncertain. His future, however, is anything but. Insiders believe he is being groomed to eventually succeed 52-year-old James Zimmerman, Mr. Questrom's successor, who is based at Federated's Cincinnati headquarters. Mr. Lundgren's age, 44, may have been the only reason he didn't get the top slot.

In Mr. Questrom's shadow since the start of his career 20 years ago, Mr. Lundgren is well-trained.

"Terry is, without a doubt, one of the best merchants in the country," says Harry Bernard of the recruiting and consulting firm Colton-Bernard.

Leading apparel executives say Mr. Lundgren seems born to the business-possessing a grassroots understanding of the industry, people skills and management finesse. Since joining Federated in 1994, he has sparked the company's apparel selection with new vendors, boosted already successful lines, fine-tuned execution strategies, and strengthened the ranks of talent.

"When you deal with Terry's people, you are dealing with people with the ability to make decisions," says

Paul Charron, chairman of Liz Claiborne Inc. "That's the mark of a good manager who sees the big picture."

Focus on private labels

Mr. Lundgren, who joined Federated as head of its merchandising unit, says his job will remain much the same. He will continue expanding the lucrative private-label business-estimated at more than $500 million-that Federated inherited in the Macy merger. He will work to bolster the company's position as a headquarters for power brands, such as **Nautica** and Donna Karan. And he will keep refining Federated's merchandising strategy so the acquisition-hungry giant can grow and build market share.

Naturally, gobbling existing chains-such as the recent addition of the Broadway stores in California-will lead to share gains. Since 1992, Federated's market share has doubled to nearly 30%. But what makes Wall Street especially happy is that Federated is relying less on promotions while maintaining consistent same-store sales growth-roughly 3% year-to-date. Earnings per share are projected to reach $2.50 in 1997, compared with $1.44 in 1995, while analysts expect Federated's cash flow to increase to 12.55% from 9.82% in 1995.

Despite his recent merchandising successes, Mr. Lundgren's star has not always been so bright. In 1990, he succeeded Mr. Questrom as chief executive of Neiman Marcus, and some thought he was in over his head.

He executed a two-year, high-end strategy to nurse the company back to health-defying the post-Eighties mood of frugality. The most prestigious and expensive names in the business joined Neiman's mix, even as other upscale retailers were going mainstream. The result: Neiman saw a 30% hike in designer sportswear and a 13% gain in bridge-or secondary-brands such as DKNY.

Mr. Lundgren nurtured some of apparel's most influential companies. Few have forgotten. "He really pursued American designers to get exclusively styled merchandise," recalls Denise Seegal, the former president of DKNY and Calvin Klein who is now president of Liz Claiborne. "He was very effective because he's got a great product sense."

What seems to come so naturally today was not immediately clear to Mr. Lundgren himself. In 1975, after college, he ambivalently interviewed at Bullock's in Southern California but was leaning toward a job with Xerox. To this day, Mr. Lundgren credits Bullock's human resources director at the time, Gene Roberts, with shaping the course of his entire career. At Bullock's, Mr. Lundgren reported to Mr. Questrom throughout most of his 12-year tenure. And the bond between the two has been strong ever since.

Mr. Lundgren has had many influences, including his father. The most important lesson he has learned from them all is risk-taking.

Bringing new boldness

With Federated's former buying strategy-a centralized approach- boldness was unheard of. Mr. Lundgren has freed buyers' creativity with a more responsive formula that teams buyers with planners. With planners using sales data and statistics to map out merchandising specifics-such as regional preferences in fabric-buyers can be instinctive in their choices.

So far, the strategy has yielded solid results. Federated's private-label lines, such as INC and Charter Club, began to grow into strong brand identities once Mr. Lundgren communicated the goals to staffers and encouraged their input.

Today, the INC line rakes in sales of nearly $10 million at Herald Square alone. That's not surprising to Andrea Jung, now president of global marketing at Avon Products, who reported to Mr. Lundgren at Neiman in 1991. "He gives you a long rope, but you always know he's there at the other end," she says.

GRAPHIC: MERCHANT MACHINE: Terry J. Lundgren's introduction of a new decentralized strategy at

Federated enabled buyers to use their creativity and boosted sales.

LOAD-DATE: February 06, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:58 AM EDT

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Menswear: How Tweed It Is The Washington Post February 08, 1997, Saturday, Final Edition

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February 08, 1997, Saturday, Final Edition

SECTION: STYLE; Pg. B01; FASHION

LENGTH: 1230 words

HEADLINE: Menswear: How Tweed It Is

BYLINE: Robin Givhan, Washington Post Staff Writer

DATELINE: NEW YORK, Feb. 7

BODY:
One of the most difficult challenges in menswear is making the clothes look interesting and exciting without turning them into costume. In the womenswear industry, designers can offer panache without absurdity through color, varying hemlines, adornment and more. Menswear designers don't have as many options.

So Gene Meyers, who recently was honored as the up-and-coming menswear designer, takes basics like boxer shorts, nightshirts and ties and re-creates them with colorful, geometric patterns.

John Bartlett shows his creativity by emphasizing a man's sexuality, athleticism and historical peacock tendencies.

And veteran Ralph Lauren relies on the idea of privilege. He selects the simplest separates, furnishings or suits and re-creates them in the most luxurious way he can imagine.

For fall '97, Lauren says he has created "unfashionable fashion."

In an intimate presentation today in his Madison Avenue showroom, Lauren restated his longstanding philosophy of designing clothes for "a customer who knows about fashion" and chooses to ignore ever-changing lapel widths and jacket lengths. And to show his solidarity with his clients, Lauren was sporting a three-piece suit that was "five or six years old."

"I've never been a believer in throwing things out."

Lauren offered his Polo customers suits in substantial tweeds with a narrow silhouette, traditional ties and both flat-front and pleated trousers. The look is a bit stuffy, but it is an admirably focused point of view.

The heart of the presentation was the elegant Purple Label collection, to which Lauren has added a sportswear division. But there are no chinos, cotton shirts or Shetland sweaters here. Purple Label sportswear is filled with chocolate-colored suede trench coats, gray pinstriped cashmere slacks, cashmere sweaters and cashmere overcoats.

This is sportswear for the man who doesn't just own the company, he owns the entire conglomerate. Lauren even offers a navy double-faced cashmere overcoat that he reluctantly reveals sells for $ 3,800. And my, oh my, it is magnificent. Perhaps there is a time share opportunity?

While Lauren isn't swayed by the looks of the moment, the designer, with his dizzyingly high-end version of casual wear, is very much in sync with consumers' current interest in luxury goods.

Thursday evening, Bartlett lured his audience to the New York docks and Passenger Ship Terminal No. 90. Like well-dressed Hansels and Gretels, the audience followed a winding path of glowing white votive candles through a long window-lined passageway. The runway was re-created as an earthen path leading to a makeshift forest. And when the lights dimmed, faux snow began to float down from the ceiling and onto the sweet-smelling soil.

It was a setting uncommon for most New York shows. Instead, it reflected a more European sensibility, in which the show becomes a theatrical representation of the theme of the collection. In this case, Bartlett was inspired by the early 20th-century advertising illustrations of J.C. Leyendecker for the House of Kuppenheimer. The sketches paired macho athletes with their more urbane, suave counterparts. Bartlett drew from the old-fashioned uniforms of the virile football player and the preening perfection of the city dweller.

The continental flair of the presentation might have been inspired by Bartlett's month-old relationship with Donatella Girombelli's Genny Group. Bartlett recently signed a deal with the Italian manufacturing powerhouse to produce and distribute his collection and to help expand his sales worldwide. At the end of the show, Bartlett presented the flame-haired Girombelli with a massive bouquet of coral-colored flowers and a kiss.

Bartlett's fall samples were produced by Girombelli, and the high quality that the Italian company is known for was evident. The peacoats and chesterfields with their velvet collars were crisp and sharp. The snug stretch pants and the fuller trousers -- some in black watch, others pinstriped -- fit just right. And the lush Icelandic cardigans, ribbed turtlenecks and lace-front football trousers were executed with a knowing hand.

But beyond the manufacturing expertise, the collection also underscored Bartlett's ability to explore an idea in ways that are both mainstream and extreme. Only the most daredevil gentlemen will choose the flannel shorts or fitted velvet trousers worn with a body-hugging ribbed sweater. But even the most recalcitrant could embrace one of the chesterfields or comfy cardigans.

Bartlett's selection of shoes for his models always bears watching. He, after all, is the fellow who brushed the dust off Hush Puppies and, by ordering them in pink, purple and green, turned them into fashion items. In this collection, he has embraced Caterpillar work boots, done up for him in two-tone suede. Bartlett also provided a sneak peak at his womenswear line, which he will debut here in April. He likes the same close-fitting silhouette for women as he does for men. And based on the small sampling, his tailoring is what ladies will want to watch.

Gene Meyer doesn't skirt the edge of fashion the way Bartlett does, but his use of color and his full-legged trouser silhouette for fall test a man's willingness to take a risk.

On Thursday, Meyer focused on a lean top and flat-front trousers with wide legs that tumbled straight down to break over suede Vans. The pant shape works best when the front is smooth. He offers the same style with a pleated front, but in that case, the models just look like skinny guys who have been digging around in their father's closet.

What Meyer does best, however, is take a shape that men are used to, a simple car coat, for instance, and turn it into a fun item by color-blocking it. How wonderful it would be if a few more sparks of turquoise, forest green or pomegranate infiltrated Capitol Hill coatrooms.

David Chu of **Nautica** didn't go the way of Tommy Hilfiger. Despite the popularity of Chu's performance sportswear and logo separates among urban teenagers and their suburban emulators, Chu hasn't allowed them to alter his design sense. So while a Hilfiger presentation can sometimes transform into an unruly party, a **Nautica** show remains sedate and serious.

For fall '97, Chu offers a slim suit silhouette and a longer blazer that buttons high on the chest. But Chu's real love tends to be high-tech fabrics. He is not simply enamored of spandex or micro-fibers; he is fascinated by fabrics designed to withstand absurdly low temperatures, driving rain and whipping winds.

And so, in addition to offering his **Nautica** Competition line of active wear, he has launched a division called EPG (Extreme Performance Gear). The collection is being marketed as clothing for ice climbers, glacier explorers and back-country skiers. One suspects, however, that the active wear will be embraced by the same comfortably well-off commuters whose 4x4s never tackle anything more treacherous than the Beltway.

And the waterproof storm pants would be just right for walking the dog on a rainy morning. The down jackets would keep a fellow warm on a winter day dash to the neighborhood coffeehouse. And the stretch tights look mighty cool worn with a close-fitting ribbed turtleneck. Be an extreme athlete; or better yet, look like one on your way to the grocery store.

GRAPHIC: Photo, mark finkenstaed for The Washington Post, Shaping the menswear industry: From left, full pants and tight turtleneck from Gene Meyers, an elegant suede coat from Ralph Lauren and bulky cardigan plus shorts from John Bartlett. **Nautica** parka and stretch pants for urban outdoorsmen.

LOAD-DATE: February 08, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:57 AM EDT

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FALL 97 / NEW YORK / MY GUYS / THE MENSWEAR SHOWS SET OUR REPORTER TO THINKING ABOUT CLOTHES FOR HER HUSBAND, HER DAD - AND EVERY SO OFTEN - HERSELF Newsday (New York) February 10, 1997, Monday,

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Newsday

Newsday (New York)

February 10, 1997, Monday, ALL EDITIONS

SECTION: PART II; Page B03

LENGTH: 774 words

HEADLINE: FALL 97 / NEW YORK / MY GUYS / THE MENSWEAR SHOWS SET OUR REPORTER TO THINKING ABOUT CLOTHES FOR HER HUSBAND, HER DAD - AND EVERY SO OFTEN - HERSELF

BYLINE: By Julia Szabo

BODY:

I ALWAYS HAVE ADORED menswear. When I'm not buying it for myself, I'm on the lookout for chic new ways to dress the men in my life. Men's fashion week, which concluded Friday, gave me a welcome chance to do some virtual shopping for fall 1997 without spending a cent.

A word about the men I shop for. My father, George Szabo, an art historian once described by The New Yorker, accurately, as "a genial, precise, dapper man," is distinguished by his double-breasted blazers, gray trousers, white Sulka shirts, and slim, narrow shoes (preferably Gucci suede). My husband, John, an attorney, is a broad-shouldered, athletic type who prefers single-breasted suits, candy-striped shirts, and wide, heavy Church's shoes. Even on weekends, Dad looks pulled-together in his coat, corduroys and shetland sweaters. John, on the other hand, is monochromatically casual in black jeans, black leather jacket, and black motorcycle boots.

Come fall, Dad might do well to check out the menswear of Calvin Klein, who offered "dressing without boundaries" in which "formal and casual collide." What that meant was beautiful shirts and high V-neck sweaters in dark, organic colors like currant, cacao, graphite and grape - about as close to safe, basic neutral as color gets - worn in non-bulky layers under dandified four-button jackets and three-button coats. Actor Kevin Bacon, who was in the audience, seemed perfect for these trendy clothes. While they're not John's speed, they'd be a great new look for Dad - especially the more traditional two-button styles. (Meanwhile, there were several items I wanted for myself, and judging by the attendance of menswear fans Bianca Jagger and Fran Lebowitz, I was not alone.)

Because the cut of Hugo Boss' suits is haute, wide and handsome - which accounts for the front-row presence of Lloyd Bridges and his son Beau - John is a big fan (he owns five Boss suits, plus a tuxedo). Everyone of the looks shown was killer, especially the black cashmere single-breasted top coat, rakishly buttoned at the neck, and the pinstripes with a touch of that relic of the early '40s, the zoot suit.

Introducing his top-end Purple Label collection for fall, Ralph Lauren called attention to the "sophisticated, slim-shouldered, very Savile Row looks." That's Dad in a nutshell - and there, among Lauren's three-piece Harris tweed suits, camel topcoats, and cashmere turtlenecks, each lovelier than the last, was the suit I'd buy him in a heartbeat: a double-breasted wool-cashmere windowpane shown with a white-collared gray shirt and matching gray tie. The piece I want for me? A divine double-faced navy cashmere bathrobe coat with no lining, no buttons, no pockets.

This season, Tommy Hilfiger married Savile Row and Carnaby Street - but the union is definitely an acquired taste. I fear neither Dad nor John would dig the horizontal turquoise-chalk-striped suit worn with a dazzling scarlet-and-blue shirt, or the orange corduroy blazer with horizontal pink stripes (although both are fantastic looks for a music video). Hilfiger's new shoe collection, however, is an all-around winner - especially the black hiking boots - as are his shiny high-performance down jackets.

John Bartlett, whose terminally hip clothes are worn by the likes of Harry Connick Jr., John Leguizamo, and Metallica's Kirk, also channeled a Carnaby Street muse, with charcoal chesterfield coats (in both his menswear and the new women's collection he introduced at his Thursday night show) and rock-and-roll leather pants with a Jim Morrison lace-up fly. The outfit I coveted for myself, typically, did not come from the women's collection: a black tricotine chesterfield with red velvet pants

- an update on the classic hunting costume.

Donna Karan knows how to relax in style, and her DKNY collection offered a superb range of coats (for Dad, I'd choose the vicuna duster; for John, the black leather bomber). For John there was also a baggy khaki cargo pant that's surprisingly sleek with a fitted sweater, and a flight suit in black nylon that's just the ticket for walking dogs on drizzly mornings. For the Carnaby Street fan, there are cross-dyed velvet jackets in shades of wine.

At the extremely relaxed end of the weekend-wear spectrum is **Nautica** whose designer, David Chu, presented a strong collection of moleskin and wool suits, hooded down jackets, and riotously colorful athletic separates executed in an exquisite cashmere-soft polar fleece called "Nautech." My favorite parka, an inspired combination of black and darkest green, would actually give my guys something sartorial they could both agree on.

GRAPHIC: Newsday Photos by Ari Mintz - 1) Double-breasted wool/cashmere windowpane suit, worn with white-collared gray shirt and gray tie, from Ralph Lauren's fall collection. 2) Newsday Photo by Bruce Gilbert - Tommy Hilfiger updated the chalk-striped suit with stripes of many colors - not to mention brilliantly hued shirts and ties. In the foreground, model Alex Lundqvist, who was named "best face" at Ruffino's second annual Salute to the Male Models. 3) **Nautica's** pine green and black storm parka 4) John Bartlett's long black jacket and slim red pants 5) Gray wool three-button suit worn with pale gray brushed cotton shirt and cashmere tie at Hugo Boss 6) The two-toned crewneck sweater and loose-fit cargo pants at DKNY 7) A raisin viscose/ wool V-neck over a black T-shirt worn under a navy stretch wool jacket at Calvin Klein

LOAD-DATE: February 10, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:56 AM EDT

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Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)

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Major designers hit athletic floor running. Footwear News February 10, 1997

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Footwear News

February 10, 1997

SECTION: No. 6, Vol. 53; Pg. 10; ISSN: 0162-914X

IAC-ACC-NO: 19109741

LENGTH: 530 words

HEADLINE: Major designers hit athletic floor running.

BYLINE: Melville, Greg

BODY:
BOSTON -- The Tommy Hilfiger line of athletic shoes was introduced at department stores across the country Feb. 1. The event not only was a landmark for Stride Rite, the licensee of Tommy Hilfiger footwear, but also marked the beginning of a wave of designer names that are entering the battlefield.

With this emergence of high-profile designers into the athletic-footwear industry, the question for established companies like Nike, Inc., Fila and Converse will not be whether their sales will be influenced, but how much.

"It's going to make life interesting," said Pat Kipisz, the director of marketing for Asics, Fountain Valley, Calif.

Within the next 18 months, consumers will be able to chose from an array of athletic footwear carrying such names as Tommy Hilfiger, Ralph Lauren, Donna Karan, **Nautica,** Calvin Klein and Banana Republic. Some of these lines, like Hilfiger, are designed for leisure, while others, like Lauren, are intended for performance.

The two designer athletic brands causing the greatest stir are Ralph Lauren, set to be launched in spring 1998 and licensed to Rockport, of Marlboro, Mass., and Tommy Hilfiger, licensed to Stride Rite, Lexington, Mass.

According to Brett Barakett, an analyst for Salomon Brothers, most athletic-footwear companies have not taken Ralph Lauren and Tommy Hilfiger shoes seriously.

"There has been a belief that [designer footwear] was not going to be a big deal, but now there's a realization that it is."

Barakett, who worked at Reebok prior to Salomon, predicts sales of designer brands could represent a 7 percent share of the U.S. athletic-footwear market, or about $ 580 million in U.S. wholesale sales. Barakett also forecasts that companies that emphasize performance will not feel the brunt of the designer footwear, unlike fashion-oriented companies like Fila. Because Reebok owns Rockport, it only stands to gain from the

profits that Ralph Lauren athletic shoes may make.

"It's a big industry, we'll take a little from everybody," said Merle Sloss, president of Ralph Lauren Footwear. She added that she expected her brand to make a huge splash in the athletic-footwear industry.

"When you go and look globally, Ralph Lauren sold more than $ 5 billion last year. Take all of the households and all of the people who wear Ralph Lauren, and if you start just with them, it is a tremendous opportunity."

It is a common industry view that only about 20 percent of consumers use athletic footwear for specific sports. The question is how much consumers weigh performance over fashion.

Kipisz of Asics said he doubted there would be much defection by consumers away from performance products. He said designer brands may be challenged by innovative performance footwear. "As long as technology and imagery are fashion, Nike is going to be [designer footwear's] biggest competitor."

Regardless of how big a chunk of the market designers seize in the long run, they will make an immediate impact. "We expect to be one of the largest launches of men's footwear," said Lorie Karnath, vice president of corporate communications for Stride Rite, referring to Tommy Hilfiger footwear.

IAC-CREATE-DATE: February 26, 1997

LOAD-DATE: February 27, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:55 AM EDT

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Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)

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SPECS APPEAL: EYEGLASSES GET A FASHIONABLE NEW IMAGE. THE RIGHT MAKEUP Newsday (New York) February 13, 1997, Thursday,

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Newsday (New York)

February 13, 1997, Thursday, NASSAU EDITION

SECTION: STYLE FILE; Page B17

LENGTH: 960 words

HEADLINE: SPECS APPEAL: EYEGLASSES GET A FASHIONABLE NEW IMAGE. THE RIGHT MAKEUP

BYLINE: By Julia Szabo. Julia Szabo writes frequently about fashion.

BODY:

F ASHION history books offer scant evidence of eyeglasses being worn proudly as accessories. Indeed, the authority most often quoted on the subject is Dorothy Parker. (As in, "Men seldom make passes at girls who wear glasses.") For the most part, eyeglasses have been viewed as a dead giveaway that the wearer is fashionably challenged.

No longer. Far from giving eyeglasses the fish-eye, trendsetters are embracing them with confidence and flair, tossing their contacts and spending big bucks on eyeglass frames. Maybe it's the power of numbers. According to Farrell Aron, a statistician at the American Optometric Association in St. Louis, 55 percent of the American population wear eyeglasses or contact lenses (the majority of contacts-wearers also have glasses).

Whatever the reason, corrective lenses haven't been this chic since 1950, when Irving Penn photographed the myopic fashion icon Dorian Leigh for Vogue wearing her own glasses.

For her fall collection showing last year, fashion designer Sylvia Heisel put glasses on models such as Dayle Haddon and Lois Chiles. "I think glasses are cool-looking," Heisel says. "My idea was to make these women look smart and hip, and glasses do that."

Even Hollywood is fast becoming a four-eyed-and-proud kind of town, with screen types such as Nicole Kidman, Angela Bassett, Jodie Foster, Daryl Hannah, Marlee Matlin and Geena Davis joining forces with the perennially bespectacled Woody Allen and Diane Keaton.

Of course, helping to make eyeglasses chic is the enormous array of frames available, from titanium to classic tortoiseshell. Every imaginable designer or clothing manufacturer appears to have an optical license: Donna Karan, Calvin Klein, Giorgio Armani, Ralph Lauren, **Nautica,** Brooks Brothers, Paul Smith. Robert Marc Opticians distributes exclusively a line of German frames called Lunor, which are worn by Diane Keaton, among many others.

Philippe Starck, best known for creating the chic interiors at New York's Royalton and Paramount Hotels, has collaborated with eyewear designer Alain Mikli to develop a futuristic line of flexible frames called "Starck Eyes," whose biomorphic hinges are modeled on the mechanism of the human clavicle. Mikli also collaborates with designers Claude Montana, Sonia Rykiel and Jil Sander, for whom he developed sleek metal frames with hidden screws.

"I think it's ironic that in the last fifteen to twenty years, when contact lenses and surgical vision-enhancing procedures have been perfected, the fact is that we've become more and more intrigued with glasses," says Richard Martin, curator of the Costume Institute at the Metropolitan Museum of Art. "Glasses have really become a designer item at the very time at which, if we wanted to, we could dispense with them altogether."

Martin, who wears Armani eyeglasses every day, is admittedly biased in their favor. "When I look at myself in the mirror, I see this long, really bland face," he says. "And when I put on a pair of glasses, it sort of breaks the lines of my face and I look 100 percent better. In fact, most people do." Others who make their style statements with eyeglasses include Karl Lagerfeld, Yves St. Laurent, Gloria Steinem and CNN anchor Lynn Russell. HARRIETTE COLE, creative director of Profundities Inc., a style and literary production company, has worn eyeglasses since the fifth grade, when she was first diagnosed with nearsightedness and astigmatism. Cole, who has worked as a model, initially resented having to wear glasses; now she rarely takes them off, and her collection, comprising a range of designers from Matsuda to Jean Paul Gaultier, has grown to more than 10 pairs - and counting. "Certain glasses go with certain looks," adds Cole, also a former fashion editor at Essence, "and the wrong glasses can wreck an outfit. Which is why I have a variety of different styles: wireless, wire-rimmed, oval, octagonal . . ."

Like any fashion-related habit, eyeglass-collecting requires creativity - and funds. "This is an expensive venture," Cole warns, "because if you have a number of glasses and your prescription changes . . . forget about it." (Just in case, she does eye exercises and drinks a daily ration of carrot juice, which every nearsighted person knows is high in vision-boosting vitamin A.) Other exemplars of bespectacled chic such as Allure contributing editor Carrie Donovan and Harper's Bazaar fashion market editor Sasha Iglehart are devoted to a single signature pair.

"It was such an identity crisis to pick these," Iglehart says of her clear, wire-topped frames, "that I can't even consider any others. I've worn them for ten years, and by now they're a part of me." THE RIGHT MAKEUP Makeup artist Bobbi Brown has some beauty secrets for eyeglass wearers seeking to make the most of the eyes behind the lenses.

"Eye makeup is really important when you wear glasses," says Brown, who wears glasses almost every day. "It's not so much about shading; it's more in the lining. The contrast really makes the eyes stand out," says Brown, author (with Annemarie Iverson) of the recently released "Bobbi Brown Beauty" (HarperStyle, $30).

Brown suggests using a dense matte mahogany shadow with a small flat brush, dampened to make the makeup stay on longer. She follows the shape of the eye, then smudges a bit with her finger. She adds that black mascara is also important with glasses.

So is eyebrow maintenance. "Keep them groomed," Brown says, "and fill them in with whatever color shadow matches your hair. I also suggest making sure to use a face powder to set any concealer around the eyes, or any foundation or anything that's creamy or greasy around the eyes, because they can gunk up the lenses." - Julia Szabo

GRAPHIC: 1) Calvin Klein color Photo - Frames by Calvin Klein come in square, round and a soft cat-eye shape in a variety of colors. 2) Color photo - Diane Keaton wore these antique silver frames by Lunor II in her recent film "The First Wives Club." 3) Across the page, Alain Mikli's sleek frames for Italian designer Jil Sander. 4) photo - "The wrong glasses can wreck an outfit," says former model Harriet Cole, above, who has more than 10 pair. 5) photo "My idea was to make these women look smart and hip," says Sylvia Heisel, on why models (like the one above) wore glasses in her fall show.

Menswear designer take a more grown-up approach Detroit Free Press February 13, 1997, Thursday

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Detroit Free Press

February 13, 1997, Thursday

SECTION: LIFESTYLE

KR-ACC-NO: K5668

LENGTH: 847 words

HEADLINE: Menswear designer take a more grown-up approach

BYLINE: By Holly Hanson

BODY:
NEW YORK _ Start waving good-bye to the tight pants, retro-print shirts and leisure-suit looks of the '70s. The fashionable '90s man is moving beyond the disco decade.

And thank heavens for that. After a year of relative lunacy _ in which American designers tried to squeeze unwilling men into '70s relics like skinny pants, skimpy suits and show-every-bulge knitwear _ a more realistic profile is emerging for fall.

Suits are looser, with squared-off shoulders and a bit more room through the chest and hips. Pants still have straight legs, but they're trim rather than tight. And you won't be thought gauche if you buy a pair with pleats.

"What I'm trying to do is home in on the customer who really knows about fashion," said Ralph Lauren, rather fashionable himself in a brown tattersall three-piece suit, a lavender shirt with a white collar and well-polished brown lace-up boots. "I want to make my own statement, not look like a fashion victim."

It was a sentiment that echoed through the 25 menswear collections that were unveiled last week in New York. Those known for tailored business clothes _ Hugo Boss, Calvin Klein, Donna Karan for DKNY _ did them in profusion, in rich fabrics and deep, soulful colors.

But even designers known to favor the streetwise, logo-strewn look of casual clothes turned up the elegance quotient.

Maurice Malone showed tailored wool suits and luxe double-collar sweaters alongside his zip-front nylon jackets and hip-hop cargo pants. And LA's Mossimo, another Gen favorite, paired his quilted parkas and pony-skin coats with classic wool crepe suits.

It's no longer a sin to dress as if you have money, and John Bartlett's collection was proof of that. His Chesterfield coats with velvet Menswear trends, collars, Icelandic-pattern cashmere sweaters and Black Watch blazers would be right at home at the toniest country club.

As Tommy Hilfiger put it, seemingly speaking for many, "This is a departure from what we've done in past years. We're more sophisticated, more luxurious and more grown-up in our approach."

For Hilfiger, that meant a combination of Savile Row tailoring and the brightest shocks of color. How about an orange dress shirt and a gold and purple tie to liven up your gray tweed double-breasted suit?

Nicole Farhi, a British designer who shows in New York, also favored traditional British hallmarks such as ticket pockets, double vents and Prince of Wales plaids. But her colors were dreamy pastels, as in the pale blue pinstripe suits shown with pale blue sweaters, or the lilac flannel suit paired with a navy shirt and a lilac-and-brown knit tie.

Gene Meyer, too, filled the runway with color, showing richly patterned ties (his trademark, and the foundation of his business) with square-shouldered suits in navy, tan and gray. Even the socks were done in blocks of bright tones.

That's one way to dabble in color, but if you want to make a real statement for fall, do it with a colored dress shirt and an iridescent tie. Don't play it safe with a blue oxford-cloth button-down, though. Take a bolder stance in a dress shirt of royal blue, deep purple or dark brown _ like those on the Hugo Boss runway.

Fans of head-to-toe black and other somber neutrals will find a wide selection, too. Donna Karan opened her DKNY show with a parade of black T-shirts, crewneck pullovers, roomy cargo pants and unstructured blazers, layered in comfortable combinations and only occasionally enlivened with a small shot of brown or white.

Calvin Klein, too, stuck to the neutrals, especially dark browns called espresso, nut and mocha. Layering was key, a look borrowed from his women's collection, with trim T-shirts peeking out beneath boxy, cropped sweaters or relaxed, four-button jackets.

Klein also gave new life to the knee-length topcoat, especially elegant in a fly-front style with hidden buttons.

In fact, it was a good season for coats in general, from the floor-sweeping camel overcoat at Perry Ellis to the slick waxed-leather toppers at Wilke-Rodriguez and the double-faced cashmere wrap-style coat from Ralph Lauren's top-of-the-line Purple Label collection. That one will set you back a cool $ 3,800.

The emerging popularity of extreme sports also has led to high-performance outerwear from companies such as **Nautica,** Timberland and Tommy Hilfiger. Even if you don't snowboard or mountain bike, you can look like you do in anoraks with built-in backpacks, Polartec pants with reinforced knees, or quilted parkas with thermal linings.

For less strenuous days off, there are cozy sweaters with a bit of luxury, whether it's Wolfgang Joop's ear-grazing pale blue turtleneck, Richard Edwards' slouchy gray cardigan or one of Jhane Barnes' intricately patterned sweaters designed by computer.

Pair them with velvet flat-front pants, roomy cords or leather jeans, if you're so inclined. It's time to look elegant again.

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Culture Zone;Common Threads The New York Times February 16, 1997, Sunday, Late Edition - Final

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February 16, 1997, Sunday, Late Edition - Final

SECTION: Section 6; Page 18; Column 1; Magazine Desk

LENGTH: 1002 words

HEADLINE: Culture Zone;
Common Threads

BYLINE: By Michiko Kakutani

BODY:
Central park west. a cold, sunny day. In front of the Museum of Natural History, there's a motley crowd of folks milling about: a busload of tourists here to show their kids the dinosaurs, a group of homeboys on their way somewhere and some bored-looking private-school kids lounging on the steps waiting for someone or something. The odd thing is that everyone is dressed almost exactly alike -- lots of puffy ski jackets, lots of polo shirts, lots of Gore-Tex and polar fleece. Designer logos (DKNY, **Nautica,** Ralph Lauren, North Face, Tommy Hilfiger) are de rigueur, as are bright Crayola colors. Industrial-strength sneakers and high-tech hiking boots are big; so are baseball caps and ski hats. The whole scene looks suspiciously like a tailgate party at an Ivy League football game.

What's going on here? Not so long ago, it was hard to imagine hip young kids -- black or white -- even deigning to look at the sort of clothes that soccer moms and their golfer husbands wear to the country club or ski slopes. For Panthers, hippies and punks alike, subversive dressing that sneered at bourgeois notions of class and taste was the rule: tattered jeans, worn leather coats, combat boots, military fatigues, tie-dyed T-shirts.

So what's behind this new preppy revolution? Well, a few years back, rappers and hip-hop kids got rid of their gold chains and urban commando gear and started dressing . . . well, suburban, wearing classic sportswear straight from the "Leave It to Beaver" era: rugby shirts, khakis, Windbreakers. Black and camouflage green gave way to primary colors and racing stripes, and the vogue for athletic gear expanded from designer sweat suits to two-tone varsity jackets, E.M.S. ski jackets, fishing vests and Polartec pants. The rap impresario Russell Simmons opened a classy SoHo boutique called Phat Farm, selling sportswear with a rural motif (T-shirts emblazoned with log cabins and cows), and a Georgia designer named Charles Walker Jr. began marketing a line of clothing described as "Afrocentric preppy" (its slogan: "We Don't Play Polo").

Part of this development is simply a testament to hip-hop's post-modernist esthetic. In much the same way that rap music appropriates disco and funk, as well as street noise and sound bites, hip-hop's sampling of preppy styles is a way of reinventing -- or, as academics would say, recontextualizing -- the past. This appropriation comes with a kind of spin. Just as some rap songs play upon popular caricatures of blacks -- exaggerating stereotypes of sexual prowess and lawlessness -- so "badd" becomes good and "nigga" a word of empowerment. Hip-hop prep similarly winks at mainstream culture. The clothes, after all, aren't worn the way white-bread suburbanites wear them. They're worn more than a couple of sizes too big,

pants pulled down prison-style on the hips, shirts hanging to the knees. They're mixed and matched in a wild cacophony of styles -- ski clothes paired with basketball sneakers, golf togs paired with hiking boots. All in all, a sly cartoon of upscale dressing.

Hip-hop prep, however, isn't meant simply as an ironic comment on the good life; it also represents an earnest yearning after the American dream. In Russell Simmons's words: "Ghetto kids want to escape, so they wear things that represent success." More and more rap videos these days purvey sleek images of material success. Forget the Panthers' attacks on capitalism. Forget gangsta rap put-downs of bourgeois Huxtable blacks. Dr. Dre's latest video, "Been There, Done That," depicts a ballroom full of elegant couples doing the tango, while LL Cool J's new video, "Ain't Nobody," shows cheerfully attired rappers playing golf and snowmobiling.

Yet for the white kids known as wiggers, who spurn the moneyed life of their parents, being black means being hip and rebellious. Like Norman Mailer and Carl Van Vechten before them, these cultural tourists romanticize the very ghetto life that so many black kids want to escape. Instead of the terrible mortality rate for young black males, they see the glamour of violence. Instead of the frustration of people denied jobs and hope and respect, they see the verbal defiance of that frustration. Perhaps this is why the most violent of gangsta rap has found its largest audience among white suburban males. Such music not only commodifies the worst sorts of black stereotypes but at the same time enables white teen-agers to co-opt black rage as a metaphor for their own adolescent angst.

Rap started out as a kind of reportage, a means of testifying to the reality of life on the streets, but as promoters and producers began to realize its marketability, something began to change. Some performers were packaged as gangsters for the voyeuristic consumption of honkies; others were promoted as avatars of a new domesticated brand of rap, offering the beat and pulse of the original with none of its grittiness or threat.

Meanwhile, slick magazines like Vibe -- started by Time Warner and Quincy Jones -- tried to turn hip-hop into a life style, an attitude, a look that could be acquired through the right clothes. Hence, the white kids from Chapin and Dalton hanging out on Central Park West, outfitted in their Hilfiger jeans, their DKNY oversize parkas, their $150 Nikes, speaking fluent ebonics and doing their best to be young black teen-agers, even as their role models, the homeboys from uptown, don the same clothes as a talisman of the better life they wish they had.

At an age when nearly all kids feel powerless, the class war becomes a kind of looking-glass world. Rich white kids, guilty about their privileged lives and fearful of being wimps, equate power -- and authenticity -- with the street-smart, badman swagger of the homeboys, while poor black kids, facing dead-end jobs and unemployment lines, equate power with money and bourgeois comforts. Everyone looks in the mirror and covets what the other side has -- or, at least, the clothes the other side is wearing.

GRAPHIC: Photo: Dressing for success in Dr. Dre's video. (VIDEO STILL COURTESY OF AFTERMATH ENTERTAINMENT/INTERSCOPE RECORDS)

LOAD-DATE: February 16, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:53 AM EDT

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Proffitt's '96 results lower than expected Knoxville News-Sentinel (Tennessee) February 19, 1997, Wednesday

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Knoxville News-Sentinel (Tennessee)

February 19, 1997, Wednesday

SECTION: Business; Pg. B1

LENGTH: 594 words

HEADLINE: Proffitt's '96 results lower than expected

BYLINE: By Amy Geisel, News-Sentinel business editor

BODY:
Proffitt's Inc. announced Tuesday that its 1996 results would be slightly lower than previously estimated, but that its 1997 profits would be higher than expected.

The change in the department store operator's forecasts come largely as the result of its acquisition of 39-store G.R. Herberger's Inc., a merger that officially completed on Feb. 1.

Proffitt's Inc., now with 174 stores, had previously estimated earnings per share of $ 1.20 for the fourth quarter 1996 and $ 2.24 -- before nonrecurring items -- for its fiscal year, which ended Feb. 1. Including Herberger's, Proffitt's lowered those estimates to $ 1.12 and $ 2.15 for the fourth quarter and full year. Revenues will be about $ 1.89 billion.

In addition, the number of shares outstanding has risen to about 28.3 million as Proffitt's issued 4 million new shares as a result of its purchase of Herberger's.

Proffitt's will also take one-time charges of about $ 26.5 million, much of which is related to the acquisition and restructuring of Herberger's.

The company is taking a number of steps, however, that will enable St. Cloud, Minn.-based Herberger's to help boost Proffitt's earnings in 1997, said Brad Martin, Proffitt's chairman and chief executive officer.

Proffitt's has raised its fiscal 1997 earnings estimate to $ 2.80 per share, before nonrecurring items, on revenues between $ 2.375 billion to $ 2.42 billion. Should the retailer be successful, those earnings would be 25 percent over 1996.

Cost reductions and greater efficiencies will be implemented at Herberger's and are to reduce operating expenses by $ 7 million, including $ 3 million in 1997.

Proffitt's also targets about another $ 4 million in cost savings from its Younkers division, acquired in February 1996, and $ 7 million from its Parisian division, purchased in October.

The company will also introduce a proprietary credit card in May at Herberger's, which is currently using a co-branded Visa card. The company has also received commitments from such suppliers as Tommy Hilfiger, **Nautica** and Lancome to begin showing their wares at Herberger's.

"We look forward to enhancing sales and profitability as a result of the Herberger's merger," Martin said. "These should be enhanced through, among other things, the implementation of synergies and best practices, the introduction of the Herberger's proprietary credit card, and strengthened vendor relationships."

Proffitt's also ends the year with a stronger balance sheet, with a debt-to-capital ratio of 48 percent. Profit margins are also improved and will continue to improve greatly in 1997, Martin said.

The company expects to add 15 to 20 new stores through 1997, and expand or remodel another 10 to 15 with a total capital budget of about $ 100 million.

Even then, Martin said, "We remain well positioned to look at attractive acquisition opportunities. We think there will be some of those opportunities in the future. We think we could use modest incremental debt if the opportunity comes up to do something interesting, but we would not do anything that dramatically leveraged the company," he said, adding that the company prefers to stay within a debt-to-capital ratio of about 50 percent.

Martin in 1984 led an investor group that acquired controlling interest in Proffitt's, which was family owned, and an initial public offering of its stock was made in 1987.

The company has grown rapidly during the 1990s, from about a dozen stores to its current 174.

Proffitt's stock closed Tuesday at 32 1/2, down 1 3/8.

LOAD-DATE: February 21, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:51 AM EDT

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HUES FOR HIM The Baltimore Sun February 20, 1997, Thursday,

Copyright 1997 The Baltimore Sun Company
The Baltimore Sun

February 20, 1997, Thursday, FINAL EDITION

SECTION: TABLOID, Pg. 28

LENGTH: 142 words

HEADLINE: HUES FOR HIM

BYLINE: Vida Roberts, Sun Fashion Editor

BODY:
The smart fashionable male needs an extensive color vocabulary. Talking colors has become even more important now that menswear designers are introducing quirkier shades in unexpected combinations. Men who are forever bonded to blue shirts, navy blazers and green golf pants needn't be concerned. It is the men who are prepared to be more adventurous in their wardrobe selections who will be speaking with varied inflections. Purple can be called grappa, ultraviolet, eggplant. Yellow may go by chrome, mustard or canary. Greens and blues have been melded into shades of mint, aquamarine, parrot, celadon. Even traditional gray is being called platinum, malachite, steel.

Production and styling by Suzin Boddiford. Styling assistance by Laurie Legum. Model: Chris Comfort. Furniture courtesy of Nouveau Contemporary Goods.

Pub Date: 2/20/97

GRAPHIC: COLOR PHOTO 1, Photography by Amy Davis, A splash of citron silk in tie and pocket square adds some edge to an elegant three-button, double-stripe suit and subdued gray shirt. Suit, $ 995, and shirt, $ 145, both by Boss Hugo Boss at Hyatt & Co. Tie, $ 34.50, and pocket square, $ 12, both from Jos. A. Bank Clothiers.; COLOR PHOTO 2, Photography by Amy Davis, Yes, grape and lime do go together. Cotton polo shirt by Mondo di Marco, $ 150, from Rothschild's. Plain-front trousers by Mondo di Marco, $ 200, at J. S. Edwards. Lime T-shirt, $ 10.50, at the Gap. Hush Puppies, $ 80, from Nordstrom. Hosiery from Hecht's.; COLOR PHOTO 3, Photography by Amy Davis, Don't match, clash! Tangerine linen shirt by Pronto Uomo, $ 75, at Rothschild's. Tomato T-shirt by Kevo Man, $ 40, at Hyatt & Co. Dad-look plaid shorts by Gene Meyer, $ 150, at Firma Menswear. Orange tank watch by **Nautica,** $ 70, at Rothschild's.; COLOR PHOTO 4, Photography by Amy Davis, This season, short-sleeved shirts are not only acceptable, they're fashionable. Mint-tinted mesh shirt by Gene Meyer, $ 159, from Firma Menswear. Horizontal-stripe tie by CK Calvin Klein, $ 65, and violet jacket by San Lorenzo, $ 330, both at Hyatt & Co.

TYPE: COLUMN, DISTINCTION -- SPRING 1997

LOAD-DATE: February 28, 1997

LEVI STRAUSS CUTTING ONE-FIFTH OF WORKERS News & Record (Greensboro, NC) February 21, 1997, Friday,

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News & Record (Greensboro, NC)

February 21, 1997, Friday, ALL EDITIONS

SECTION: BUSINESS, Pg. B6

LENGTH: 175 words

HEADLINE: LEVI STRAUSS CUTTING ONE-FIFTH OF WORKERS

DATELINE: SAN FRANCISCO

BODY:
Rising competition in the jeans market is forcing Levi Strauss & Co. to cut about 1,000 jobs, or one-fifth of its salaried work force.

The world's largest clothing maker plans to cut the jobs within the next year in an effort to cut $ 80 million in costs, spokesman Dan Chew said.

Most staff reductions will be accomplished through attrition and early retirement.

There was no word on which departments or positions would be cut. But all jobs eliminated will be salaried positions, half of which are located in the company's San Francisco headquarters and in the San Francisco Bay area.

Company officials stressed that the cuts are not a sign of financial troubles but just a matter of keeping up with the competition, which has increased in the past 18 months.

"Designer names such as Hilfiger, **Nautica,** Polo and others have stepped up their marketing presence in retail, particularly departments stores, which is a major channel of distribution for us," Chew said.

Many of Levi's competitors have lower overhead costs.

LOAD-DATE: February 22, 1997

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2 charged under new counterfeit goods law; Bogus designer items sold at stand, police say The Baltimore Sun February 28, 1997, Friday,

Copyright 1997 The Baltimore Sun Company
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February 28, 1997, Friday, HOWARD EDITION

SECTION: LOCAL (NEWS), Pg. 1B

LENGTH: 736 words

HEADLINE: 2 charged under new counterfeit goods law; Bogus designer items sold at stand, police say

BYLINE: Jill Hudson, SUN STAFF

BODY:
Two men who set up shop directly across from the state police barracks in Jessup are the first to be charged under a new state trademark counterfeiting law.

Police said the two men are suspected of selling thousands of dollars in counterfeit designer goods -- Tommy Hilfiger sweat shirts and watches, Rolex watches and Disney T-shirts that came with Warner Brothers cartoon characters -- from their roadside stand y across the street from the Waterloo barracks on U.S. 1 at Route 175.

State police arrested Lamonte C. Thomas, 27, of the 5300 block of Brook Way in Columbia, and Kirby C. Griffin, 25, of the 2200 block of N. Monroe St. in Baltimore on Feb. 14 after several weeks of surveillance and charged each with five counts of violating the trademark counterfeiting law.

Sgt. Dave Keller, a detective with the state's Bureau of Drug and Criminal Enforcement Unit, said that naive bargain hunters could have been easily fooled.

"Everything was marked down to a good price and was of real good quality," Keller said. "Their display was really nice, too, and everything was packaged real well. I have to say, these guys did a very good job."

Keller said the stand was set up every Friday afternoon. He said so-called Rolex watches were available for $ 75; videotapes of recent films went for $ 10, and often were sold out within one hour.

"We knew that the stuff was fake because real stuff would only be sold in a retail space," Keller said. "We also know that Tommy Hilfiger doesn't make watches, and a real Rolex costs at least $ 800."

The law, which went into effect in October, makes it a crime to manufacture, display, distribute and sell items that counterfeit a trademark registered with the state.

The sale of more than $ 1,000 worth of fake items is a felony; a sale that brings less than that is a misdemeanor.

The men, who face felony charges carrying a possible 15-year sentence and $ 10,000 fine, were released on their own recognizance, police said.

The new measure gives law enforcement officials the authority to seize the items and transfer them to the

owner of the counterfeited brand after a conviction. The merchandise is then generally destroyed.

More than 200 state and local police officers -- including the officers involved in the Jessup arrests -- were trained to spot counterfeit merchandise two months ago during a seminar sponsored by the state attorney general's office.

Participants included representatives from some of the most prestigious design houses in the country, including Hilfiger, Rolex, Calvin Klein, Ralph Lauren and Donna Karan.

Internationally, such counterfeiting is thought to cost $ 200 billion a year through lost sales, lost tax revenue and lost jobs.

The goods confiscated by police during the Jessup arrests were made in China and Korea. Asian countries have been the source of many counterfeit goods, most produced for their own domestic markets. Counterfeiting has been a major issue in international trade negotiations in recent years.

"Maryland had no laws dealing with counterfeiting, and it caused businesses and citizens to lose money and jobs," said state Sen. Norman R. Stone Jr., a Baltimore County Democrat who co-sponsored the trademark counterfeiting bill.

"It's hard to estimate how much money this will save Maryland and residents," he said.

"We'll just have to see how it works."

Steven Gursky, an attorney for companies like Hilfiger, **Nautica,** DKNY, Polo and Nike, among others, said arrests like the ones made by the state police are akin to picking up small-time operators.

"We're always trying to get the main guy, and follow him on up the chain," Gursky said. "What this new trademark law does is tell the little criminals as well as the big bosses that they'll have to go to jail if they counterfeit our products."

For highbrow designers, the loss of sales through counterfeiting might not be as important as the damage to their image.

"These people spoil the brand name of the product," Gursky said.

"The fact that it's available for sale on a street corner makes customers lose respect for the designer."

Spring Thompson, of the International AntiCounterfeiting Coalition, said, "Cracking down on counterfeiters is much more than protecting the intellectual property rights of designers. This is one of the fastest and largest growing crimes internationally."

Pub Date: 2/28/97

LOAD-DATE: March 1, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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There's 'Rhyme & Reason' to rap session Fresno Bee (California) March 5, 1997 Wednesday,

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Fresno Bee (California)

March 5, 1997 Wednesday, HOME EDITION

SECTION: LIFE, Pg. F6, FOOD & LIFE -- MOVIE REVIEW

LENGTH: 493 words

HEADLINE: There's 'Rhyme & Reason' to rap session

BYLINE: Donald Munro, The Fresno Bee

BODY:
The scene in "Rhyme & Reason" doesn't seem remarkable at face value. It's a retirement party for musician Too Short, and it looks much like any other star-studded Tinseltown gala: lots of celebrities, fancy clothes, TV lights, a crowded dance floor, glowing testimonials.

But consider: It's a retirement party for a rapper. Has it really been that many years? So much for the folks who thought hip-hop was here today, gone tomorrow.

The music -- and culture -- has come a long way since its birth in the red-brick housing projects in the South Bronx of the late '70s, when musicians gathered in the corners of dilapidated basketball courts or on the sidewalks of the Grand Concourse to pound out a beat all their own.

Now rap music is a multi-billion dollar annual business that crosses color lines and national boundaries. It's spawned legendary careers, lucrative contracts, intense rivalries and a whole lot of cash.

In short, it's grown up, to the point that young whippersnapper rappers can speak in glowing terms of the "greats" who came before them -- and happily toast the "old guard" at their retirement parties.

Peter Spirer's "Rhyme & Reason" is a crisp look at the history of hip hop, packed with so much information that its screenplay could serve as history book. Such artists as Ice-T, Heavy D, Salt N Pepa and The Fugees offer their views on the business.

They also talk about how big money has changed the industry, offering a way out of the ghetto for some. But there's also a tinge of bitterness as they acknowledge that the vast majority of inner-city residents can't walk a CD-paved path to the suburbs.

"I live in the ghetto -- but the ghetto doesn't live in me," musician Wise Intelligent muses.

The contrasts can be striking: MC Eiht, dressed in jeans and striped **Nautica** rugby shirt, takes a morning walk around his exclusive neighborhood, his dog barking at the camera just before they disappear behind his gated driveway. Then there's Intelligent, who still lives in the neighborhood of his youth, looking slightly askance at those rap artists who some would say have left their roots behind.

"Rhyme & Reason" is most effective when it digs into such cultural issues behind the music.

It gets bogged down at times in its encyclopedic approach, however, and there isn't enough passion -- the

driving, hypnotic feel of the beat -- at its heart.

This isn't a concert film. Like the recent documentary "Hype!", which chronicled the rapid rise of the so-called "Seattle sound" alternative rock movement, it's a movie you watch with your head, not feel in your pores.

In that sense, it might be more appealing to hip-hop novices than those who have a deep familiarity with the music. Think of it as a highly detailed Rap 101.

MOVIE REVIEW

B-

RHYME & REASON

Starring Ice-T, Heavy D, MC Eiht and Salt N Pepa. Directed by Peter Spirer. A Miramax release. 1 hour, 31 minutes. Northgate. R (language)

GRAPHIC: Ice-T
Heavy D
MC Eiht

LOAD-DATE: March 8, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Tuesday, June 20, 2006 - 11:45 AM EDT

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HIP-HOP MUSIC IS SLAMMIN', BUT YOU WOULDN'T KNOW IT LIVING IN SYRACUSE The Post-Standard (Syracuse, NY) March 6, 1997 Thursday City Edition

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The Post-Standard

The Post-Standard (Syracuse, NY)

March 6, 1997 Thursday City Edition

SECTION: HJ

LENGTH: 432 words

HEADLINE: HIP-HOP MUSIC IS SLAMMIN', BUT YOU WOULDN'T KNOW IT LIVING IN SYRACUSE

BYLINE: John-John Williams IV

BODY:

Bruce Springsteen. Rusted Root. The Smashing Pumpkins.

What's wrong with this picture?

In the last few months, these artists have graced the numerous facilities that the city of Syracuse has to offer.

What's wrong with this picture? It lacks diversity.

Like many teen-agers today, I listen to hip-hop music. My Walkman is always playing the latest sounds in rap, R&B and reggae.

It seems strange to me that artists who play this kind of music do not give concerts in this city.

Some might say that these singers do not have a following like Bruce Springsteen. But that's not true.

Go into a local record store and ask for these artists: Foxy Brown, R. Kelly or Tupac Shakur.

In some cases the stores won't have them because they have sold out.

Look at the Top 10 music list every week. Close to half of the songs are categorized under rap, R&B and reggae.

Look at the fashion industry. Why do you think Tommy Hilfiger, **Nautica** and Perry Ellis are so popular?

I'll tell you why: because hip-hop artists wear their clothes - a little bigger, in hip-hop flavor.

Their followers wear the clothes too - from suburban teens to inner-city youth.

Go to any teen hangout in Central New York, and you'll see the influence of hip-hop.

So why does Syracuse get few or no hip-hop concerts?

Could it be that promoters are scared of bringing a show to town that would attract hundreds of young African-Americans?

Think about it.

It's not as if Syracuse doesn't have a large enough facility.

The War Memorial presented Rusted Root, and the Landmark Theatre presented Bruce Springsteen.

Because of the lack of local hip-hop concerts, many Central New York teens are traveling to other cities just to see their favorite artists perform.

Debbie Kim and Megan Dyer, both seniors at Christian Brothers Academy, traveled to Buffalo during the summer to see their favorite artists, L.L. Cool J. and R. Kelly, perform.

Debbie and Megan also drove to Weedsport last year to see the same artists. They spent $16 on gasoline and tolls and another $22 each on tickets.

Why should they have to go through this hassle when they could see those artists in Syracuse?

There is nothing like seeing musicians perform live. Teens shouldn't be denied the experience.

If local concert promoters opened their eyes to the disparity, maybe they would start booking L.L. Cool J. and Foxy Brown. They'd discover they could make a nice profit, and teens wouldn't be forced to travel elsewhere to enjoy the artists they love.

John-John Williams IV is a senior at Christian Brothers Academy.

LOAD-DATE: January 30, 2003

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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Los Angeles Times March 6, 1997, Thursday,

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Los Angeles Times

March 6, 1997, Thursday, Home Edition

SECTION: Life & Style; Part E; Page 2; View Desk

GRAPHIC: PHOTO: MATCH PLAY: Menswear designers are pushing MONOTONE shirt and tie combinations for spring. The Sunkist duo here, from **Nautica** by David Chu at the company's store in Newport Beach, proves that the look doesn't have to be blah.

LOAD-DATE: December 21, 1998

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Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
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In London and Milan, designers clone a wild woman; other fashion notes The Philadelphia Inquirer March 10, 1997, Monday

Copyright 1997 Knight Ridder/Tribune News Service
Knight Ridder/Tribune News Service
The Philadelphia Inquirer

March 10, 1997, Monday

SECTION: LIFESTYLE

KR-ACC-NO: K5497

LENGTH: 727 words

HEADLINE: In London and Milan, designers clone a wild woman; other fashion notes

BYLINE: By Roy H. Campbell

BODY:
Something trashy is on the way down the style pike.

In London and Milan, designers are cloning a wild woman, her clothes ripped, shredded and hard-edged, like she and they have been through the wringer.

It started late last month in London, opening city of the international round of fall previews. Alexander McQueen, recently hired to design the Givenchy collection, kept his status as the country's baddest boy of fashion. He unleashed a band of untamed dames, their faces darkened with war paint, giant claws attached to their fingernails.

The show was held at a 200-year-old produce market under London Bridge. Deliberately trashed cars with smashed windows were parked under the bridge. Trash was strewn about. Towering torches cast an eerie glow until one toppled over and set a car ablaze. Security quickly stifled the flames _ the accidental blaze and the torches.

The McQueen signature clothes were more of the ubiquitous animal prints, but in strips and shreds and teamed with floral see-through skirts and dresses.

London, birthplace of punk, is suddenly back in the hot light. Young designers, such as Stella McCartney, daughter of Paul, are coming into their own by combining the elements of trash style with the delicate designs of the Victorians. Example: McCartney's antique lace slip dresses affixed with rhinestones, slashed open at the waist.

In Milan last week, things were starting to get wild with edgy leather and lace and boa feathered ensembles by smaller designers stealing the thunder from the established designers.

The fall collections move to Paris this week and then, after an Easter break, conclude in New York in early April.

Will the wild woman still reign?

Polo Sport, **Nautica** Competition and DKNY Athletic are popular designer collections for those who play hard or just want the look.

Now Tommy Hilfiger, head of a $ 600 million company, is muscling into the field. He plans to build mini-gyms in department stores to showcase his new TH Athletics line of men's sporty urban-inspired workout gear.

Using his signature red-white-and-blue color scheme, Hilfiger's unitards, padded shorts, tight leggings and other stretchy creations are sure to be seen more on the street than in the fitness center.

But then again, isn't that the point?

Call it fear of sheer. With so many sheer men's shirts hitting the stores for spring, here's a way _ albeit a tacky way _ for men to forsake baring it all. If you've got a bird chest or you haven't been doing those crunches, slip a white undershirt under that see-through top. It won't win you any style points, but it will preserve your dignity.

Is Gucci rubbing in its reborn success or what? The hot label just launched a perfume called Gucci Envy. Like Gucci's sought-after status shoes and hipster clothes, the scent is "tres" expensive. The floral fragrance comes in a $ 35 shower gel, a $ 45 body lotion, a $ 60 eau de toilette (3.4 ounces) and a $ 140 perfume. It's available at Saks Fifth Avenue, Neiman Marcus and other tony stores. Don't hate it because it's beautiful _ in long, rectangular, clear bottles, the perfume is light green, the color of envy.

Speaking of pricey, have you heard about the Web? Not a computer site. The unisex sunglasses modeled after the kind American pilots wore in the 1930s. Seems Diego Della Valle, an Italian shoe designer, ordered up duplicates of the original glasses as party favors for a fete last year in Italy. The Web sunglasses were so popular with his guests that Valle began producing them in Europe, selling more than 100,000 pairs there. Harrison Ford, Isabella Rossellini and Sly Stallone sport the glasses, costing about $ 200 a pair and available exclusively at Neiman Marcus.

After hip huggers and '70s shirts, the hipster jackets could not be far behind. For spring, the boxy-cut zip jacket with lay-down collar is the outerwear look of choice for men.

It's called the hipster because the jacket's length rarely strays a few inches below the waist. The woman's version normally stops at the waist.

PHOTOS from the Milan fashion shows and from the Alexander McQueen show in London are available from KRT Photo Service on PressLink, 202-383-6099.

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Visit Philadelphia Online, the Inquirer's World Wide Web site, at http://www.phillynews.com/

JOURNAL-CODE: PH

LOAD-DATE: October 12, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:42 AM EDT

BC-SECTIONS-FASHION-Men's-Shoes ; SEE CP Photos NY614-615; Men's shoes take a fashionable step forward The Canadian Press (CP) March 10, 1997 Monday

Copyright 1997 Press News Limited, All Rights Reserved
The Canadian Press (CP)

March 10, 1997 Monday

SECTION: LIFESTYLES

LENGTH: 495 words

HEADLINE: BC-SECTIONS-FASHION-Men's-Shoes ; SEE CP Photos NY614-615; Men's shoes take a fashionable step forward

BYLINE: By Francine Parnes

BODY:
For The Associated Press

Just when men think they've mastered casual dressing, footwear trips them up.

The well-shod aren't wearing just sneakers or a boot.

Consider these options as ticked off by Tom Julian, menswear trend analyst for Fallon McElligott in New York:

"If your clothing is minimal and pared down, you'll go into sandals and simple styles.

"If it's modern and stylized, such as designer looks, it's square toes.

"If it's contemporary sportswear and Americana, it's color-driven, with technical touches, from **Nautica** Competition or Ralph Lauren's Polo Sport."

In other words, it's novelty.

Julian says novelty can be derived from a variety of influences. There can be a new take on an old theme, such as fuchsia Hush Puppies, or a simple revival such as saddle shoes and spectators.

Tommy Hilfiger is testing his marketing savvy with footwear this spring.

"He's taking his flag logo and primary colors and incorporating that into boat shoes, sneakers and high tops for a very new twist on the classics," Julian says.

So, how do you know you're taking a step in the right direction?

You can't go wrong with green. The shade known as moss is leading a cavalcade of colors that is blanketing everything from trendy saddle shoes in pastels to boat shoes gone bright.

Dick Jacobson, president of Fashion Footwear Association of New York, a trade group, says green actually is easy to wear.

"You have to see it neutralize itself with clothes in olive and copper shades," he says, adding that it goes with a whole spectrum of browns, from light tan to khaki.

The point is, there's a casual shoe for every occasion.

H.S. Trask and Co., a men's footwear manufacturer in Bozeman, Mont., is banking on saddle shoes in a soft shade for a casual Friday look.

"Our primary customer is a more conservative, yet fashion-conscious, manager - a banker or lawyer or stockbroker - who wants to go a little further but not leading-edge," says Harrison Trask, president and CEO. "He can evolve from a solid-colored shoe to a two-tone effect, and what's more classic than a saddle oxford?"

For those who take a lot of liberty with their weekend attire, this is the season to show off with shoes. There's an array of bright colors in boat shoes, driving mocs, adventure sandals and stadium sneakers. Or, men totally confident in their style might want to follow some looks seen on the runways.

"We did see a whole minimal statement, of shoes without socks, a confirmation of paring down," Julian says, "the slim khaki chino with black loafer, no socks and a body-conscious knit."

The real thing can be found at Gucci, but there are a lot of wannabes.

"What it means," Julian says, "is that when you go into Banana Republic and the Gap, you're going to see a lot of modern slip-on styles that are tailored with that silver plate on them a la Gucci or buckle clasp or oval hammered silver.

"It's one simple, sleek touch."

LOAD-DATE: October 11, 2002

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:41 AM EDT

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BON MARCHE ENVISIONS MORE STORES, MORE PROFIT -- TURNAROUND' NOTED BY NEW MANAGEMENT
The Seattle Times March 13, 1997, Thursday

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The Seattle Times

March 13, 1997, Thursday Final Edition

SECTION: BUSINESS; Pg. D1

LENGTH: 385 words

HEADLINE: BON MARCHE ENVISIONS MORE STORES, MORE PROFIT -- TURNAROUND' NOTED BY NEW MANAGEMENT

BYLINE: LEE MORIWAKI; SEATTLE TIMES BUSINESS REPORTER

BODY:
The Bon Marche, nearly written off with other department stores as a retail dinosaur a decade ago, is looking at a future marked by expansion and profitability, its two new top executives say.

The turnaround has been accomplished by shutting down low-profit departments such as home electronics, stocking individual stores with merchandise that reflects local community tastes, and playing up megabrands such as Ralph Lauren and **Nautica** as well as The Bon's own private labels, Chairman Ira Pickell and President Daniel Edelman said yesterday at a news conference to introduce the chain's new management team.

Pickell, 50, former Bon president, was named chairman and chief executive officer last month to succeed Thomas Harville, 56, who retired this week.

Edelman, 48, is former vice chairman of finance and operations for Macy's West in San Francisco. The Bon and Macy's are part of the Federated Department Store chain.

Federated reported The Bon's 42 stores in the Northwest had sales of $ 892 million in 1996. Pickell said profit growth was in the double-digits, although he declined to provide specific numbers.

Pickell said The Bon would open a new store in East Spokane this fall and new stores in Kalispell, Mont., and Wenatchee in 1999. He added it was "a possibility" the chain could expand into smaller communities in Northern California or into Vancouver, B.C.

Pickell and Edelman quashed rumors that The Bon would merge into Macy's West, saying both are successful on their own.

Edelman noted The Bon has a number of smaller stores in Idaho, Montana and Wyoming, while Macy's West concentrates on large stores in major metropolitan areas. Moreover, California buying patterns are different from those in the Northwest, he said.

Asked if The Bon would stop selling fur-trimmed items, as anti-fur activists have been demanding, Pickell said if customers did not buy particular items, The Bon would not carry them.

With the new Nordstrom flagship and Pacific Place retail-cinema complex coming in 1998, The Bon is

looking at ways to clean up the downtown store's weather-stained facade, said Pickell.

Bon officials said they welcomed the competition. "Making downtown into what it is becoming is going to be good in the long term for all of us," said Harville.

GRAPHIC: PHOTO; 1) GREG GILBERT / SEATTLE TIMES: BON MARCHE CHAIRMAN IRA PICKELL SAYS THREE NEW STORES WILL OPEN BY 1999. > 2) DANIEL EDELMAN

LOAD-DATE: March 14, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Tuesday, June 20, 2006 - 11:40 AM EDT

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Men's fashion sales soar in Las Vegas Las Vegas Business Press March 17, 1997

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Las Vegas Business Press

March 17 1997

SECTION: Vo 1 ; o 11; pg

LENGTH: 7 or s

HEADLINE: Men s ashion sa es soar in Las Vegas

BYLINE: Patricia Martin

DATELINE: Las Vegas; V; U ; Mountain

BODY:
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GRAPHIC: Photo

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Date/Time: Tuesday, June 20, 2006 - 11:39 AM EDT

INDUSTRIAL STRENGTH DENIM The New York Times March 23, 1997, Sunday, Late Edition - Final

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The New York Times

View Related Topics

March 23, 1997, Sunday, Late Edition - Final

SECTION: Section 6; Part 2; Page 63; Column 2; Men's Fashions of The Times Magazine

LENGTH: 135 words

HEADLINE: INDUSTRIAL STRENGTH DENIM

BODY:
Authentic indigo denim is back. After 20 years of being washed, stoned and otherwise abused, this tough American classic is resuming its rightful place in men's casual wardrobes. The heavy weight and deep color have restored an integrity to jeans, jackets and even shirts that was lost in the wash. Oddly, these styles now seem both more rugged and more dressy, evoking images ranging from the grittiness of California's forty-niners to the casual chic of James Dean in the 1956 film "Giant," based on Edna Ferber's family saga of greed and oil.

As our location, we chose the arid oil country of Odessa in west Texas, about 200 miles from where "Giant" was filmed. Here, the endless plains, punctuated by oil rigs, derricks and refineries, serve as a rugged foil for industrial-strength denim.

GRAPHIC: Photos:
Zip-front denim jeans jacket with patch pockets from Helmut Lang Jeans, $240. At Barneys New York. Camouflage, 141 Eighth Avenue. Saks Fifth Avenue. Five-pocket jeans from Lacoste, $95. At Lacoste Boutique, 543 Madison Avenue, White Plains, N.Y., and Short Hills, N.J. For more store locations, call (800) 452-2678. Checked cotton shirt from Richard Edwards, $125. At Camouflage, 141 Eighth Avenue. Rolo, San Francisco. (PHOTOGRAPH BY HARRY DE ZITTER FOR THE NEW YORK TIMES) (pg. 63)

Jackets dress up or dress down this rugged basic. Opposite page, left: Zip-front jacket of soft leather from A/X Armani Exchange, $395. At A/X Armani Exchange, 568 Broadway and selected stores nationwide. Five-pocket slim silvertab jeans from Levi Strauss & Company, $50. For store locations, call (800) 872-5384. Short-sleeved polyester and nylon shirt by John Bartlett, $150. At Saks Fifth Avenue, New York City only. Boots from Cole-Haan.

Opposite page, center: Denim jeans jacket with two patch pockets, $85, and five-pocket jeans with rivets, $48, from Polo Jeans Company Ralph Lauren. At Lord & Taylor. Macy's East. Checked cotton shirt from Lacoste, $95. At Lacoste Boutique, 543 Madison Avenue; White Plains, N.Y., and Short Hills, N.J. For more store locations, call (800) 452-2678. Boots from Ralph Lauren Footwear.

Opposite page, right: Snap-front denim jacket with patch pockets from Paul Smith Jeans, $225, and checked cotton shirt by Paul Smith, $240. At Paul Smith, 108 Fifth Avenue. Five-pocket jeans from Dickies, about $25. For store locations, call (800) 342-5437. Boots from Rockport. (pg. 64)

This page: Zip-front cotton jacket with button flaps and elbow patches from Dickies, about $50. For store

locations, call (800) 342-5437. Loose-fitting jeans by Calvin Klein, $48. At Lord & Taylor. Macy's East. Zip-front checked cotton jacket from the Gap, $75. At the Gap nationwide. Belt from To Boot New York Adam Derrick. Boots from Timberland. Sunglasses from Nikon. (PHOTOGRAPHS BY HARRY DE ZITTER FOR THE NEW YORK TIMES) (pg. 65)

This page, left: Denim shirt with stitched trim from Paul Smith Jeans, $145, and short-sleeved cotton and Lycra turtleneck from PS by Paul Smith, $105. At Paul Smith, 108 Fifth Avenue. Fred Segal Finery, Santa Monica, Calif. Five-pocket boot-cut denim jeans from Wrangler, $35. For store locations, call (888) 497-2645. Belt from Cole-Haan. Boots from Ralph Lauren Footwear. Watch from Tag Huer.

This page, center: Western-style denim shirt with patch pockets from **Nautica** by David Chu, $65. At The **Nautica** Store, 216 Columbus Avenue. Five-pocket button-fly jeans from A/X Armani Exchange, $68. At A/X Armani Exchange, 568 Broadway and nationwide. T-shirt from the Gap. Belt from Wilke-Rodriguez. Boots from Cole-Haan. Watch from Guess.

This page, right: Five-pocket prewashed "501" denim jeans from Levi Strauss & Company, $50. For store locations, call (800) 872-5384. Snap-front checked cotton shirt by Tommy Hilfiger, $ tk. At stores tk. Belt from Trafalgar. Boots from Timberland. (pg. 66)

Opposite page: Jeans jacket of denim and polyester with silver buttons from Versace Jeans Couture, $340. At Gianni Versace, 647 Fifth Avenue. Versace Jeans Couture boutiques, Atlanta, Miami and McLean, Va. Five-pocket prewashed "501" jeans from Levi Strauss & Company, $50. For store locations, call (800) 872-5384. Mercerized cotton shirt by Calvin Klein, $275. At Calvin Klein, 654 Madison Avenue. Saks Fifth Avenue. Belt from Cole-Haan. (PHOTOGRAPHS BY HARRY DE ZITTER FOR THE NEW YORK TIMES) (pg. 67)

Opposite page: Snap-front Western-style denim jeans jacket with gold stitching by John Bartlett, $130. At Saks Fifth Avenue, New York City only. Mac, San Francisco. Cotton pants from Banana Republic, $78. At Banana Republic nationwide. Checked cotton shirt from Polo Jeans Company Ralph Lauren, $58. At Lord & Taylor. Macy's East. (pg. 68)

Heavy denim has a substance that holds its own with khaki and leather. This page: Leather pea coat by Calvin Klein, $1,495. At Bergdorf Goodman Men. Calvin Klein, 654 Madison Avenue. Saks Fifth Avenue. Five-pocket jeans with rivets from Polo Jeans Company Ralph Lauren, $48. At Lord & Taylor. Macy's East. T-shirt from the Gap. Boots from Cole-Haan. (PHOTOGRAPHS BY HARRY DE ZITTER FOR THE NEW YORK TIMES) (pg. 69)

LOAD-DATE: March 23, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:38 AM EDT

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spring fashion SUITED UP Men needn't hesitate to charge out of sartorial dugout Milwaukee Journal Sentinel (Wisconsin) March 23, 1997 Sunday

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Milwaukee Journal Sentinel (Wisconsin)

March 23, 1997 Sunday All

SECTION: Lifestyle Pg. 10

LENGTH: 500 words

HEADLINE: spring fashion
SUITED UP
Men needn't hesitate to charge out of sartorial dugout

BYLINE: Catherine Fitzpatrick

BODY:
It is a rare man who eschews the term "fashion plate" and, nevertheless, is one.

Some men consider it sartorially acceptable to schlump through life in limpid flannel shirts and off-brand jeans, corduroy barn jackets and crusty socks. These are the guys who name their pickup trucks "Gert," who converse fluently with hounds, who consider a haircut a grooming procedure predicated upon the occurrence of major holidays.

Other men dress exclusively in pressed khaki chinos and immaculate Oxford shirts, single-button boxy blazers and pindot ties. These are the guys who order corned beef on white (with bright yellow mustard), vote the straight ticket, memorize the rules on board-game box lids, vacation at home, stop surfing when they hit the Weather Channel.

There are bean-counter guys who buy short-sleeve dress shirts and Dacron/polyester slacks straight off the peg; "Yo, Vinny" guys who troll the nightclub tables in designer suspenders and snapster spectator shoes; and chiseled guys in $1,500 four-button, three-piece, soft taupe wool crepe suits with coordinating seven-button vests and subdued-stripe silk ties artfully affixed with a four-in-hand knot.

Not many in that last category. Sigh.

So while Calvin Klein is advising "three-button jackets worn with straight leg flat-front or pleated trousers that are slightly fuller for added ease" . . . while Ralph Lauren is pairing navy wool/cashmere double-breasted pinstripe suits with ocean green French-cuff spread-collar shirts . . .

While Donna Karan is proposing earthy hues of quartz, flax, driftwood, coal and carbon for "one- or two-button jackets (that) contour and perfect the torso, with linear pants that elongate the legs, (and) sport coats that articulate the body regardless of a collar (and) shirts that go sleek and fitted" . . .

While the creative director at Bergdorf Goodman in New York is suggesting conservative gray or navy suits with bright shirts and solid ties . . . and the menswear experts at J.C. Penney are expounding on the benefits of pocket squares and fedora hats . . . while **Nautica's** David Chu is streamlining his khaki silhouettes and accessorizing them with bold colored shirts and monochromatic or subtly patterned ties . . .

While Van Heusen (and just about everybody else) is in love with "intensely blue dress shirts" . . . while Geoffrey Beene is doing ties in a lavender/gray/yellow/celadon/blue "kaleidoscopic" spectrum of colors . . .

While Milwaukee haberdashery owner Mark Pasch predicts the East Coast trend of "dressing up more is headed this way" and Boston Store's Bill Lasche advises, "If you don't own a great blazer, go out and buy a navy three-button it looks contemporary and modern and, regardless of your proportions or height, you'll look better in it" . . .

While all these trendsetters are offering free fashion wisdom for the well-dressed man, more than a few guys out there will probably ignore it. And consider themselves none the lesser.

GRAPHIC: Photos color 1, 2

Left: Jhane Barnes chalk-stripe gray suit, $725; indigo shirt, by IKE Behar, $100; tie, by Format, $65, all at Mark Pasch Ltd. Right: Jhane Barnes charcoal pinstripe suit, $800; green shirt, by XMI, $80; tie, by XMI, $72.50, all at Harleys. Photo color 3

Above: She's wearing a red tee, $20, and bib shorts, $72, both by CK Calvin Klein; both at Younkers. On him, shirt, $65; shorts, $55, jacket, $135, all by **Nautica;** all at Younkers. At left, on her: pea green linen jacket, $69, and slacks, $46; cobalt mock-turtle top, $36; all by David N, all at J.C. Penney. On him: an ivory sport jacket, by Stafford, $150; dress shirt, by Stafford, $34.50; tie, by Henry Grettel, $25; slacks, $62; all at J.C. Penney.

LOAD-DATE: March 24, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:37 AM EDT

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DKNYPD: CRACKING DOWN ON COUNTERFEIT CLOTHING Village Voice (New York, NY) March 25, 1997

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Village Voice (New York, NY)

March 25, 1997

SECTION: CITYSTATE; Pg. 27

LENGTH: 942 words

HEADLINE: DKNYPD: CRACKING DOWN ON COUNTERFEIT CLOTHING

BYLINE: Valerie Burgher

BODY:
You ve got your confidential informants, your stakeouts, your undercover agents, your surveillance. Who knew the world of faux couture could be so... Mission: Impossible? Indeed, the counterfeiting of top fashion brands from Donna to Calvin, once seen as an inevitable consequence of running a successful outfitting line, has been getting increased attention from clothing labels. Designers, as well as the FBI, U.S. Customs, and the NYPD, are sniffing out fake fashion purveyors, large and small, with renewed vigor.

From the discovery of over a hundred fake Yankee caps last October, to a recent seizure of nearly a thousand jeans and T-shirts in Washington Heights, the NYPD s peddling unit keeps busy with small-time busts.

And on a larger scale, still under investigation is a family-run counterfeit clothing ring operated from two sites, one at Knickerbocker Avenue in Brooklyn and another at Sutton Place in Flushing. Affidavits from customs agents trace a long and laborious attempt to thwart Ali Raif Saleh, Hussein Raif Saleh, and Mohammad Raif Saleh--clothing copiers extraordinaire.

After scouting out several locations in the Bronx, agents sought the help of a previously convicted counterfeiter who was familiar with the operation. After several months of visits to the sites--a couple of no-shows by the counterfeiters, discussions of fabric quality and the cost of establishing your own fake manufacturing business (embroidery machines and all)--agents finally completed the buy. They purchased $10,000 worth of Tommy Hilfiger merchandise (paid for in $100 bills). And with a search warrant, they later found, among other items, 40 cartons of Tommy Hilfiger jackets, 23 boxes of Hilfiger jeans, and 35 crates of labels marked with practically every urban-wear name in the business.

The Brooklyn-Queens ring has commanded New York attorney Steven Gursky s attention. Gursky represents many of New York s top design companies, including **Nautica,** DKNY, Tommy Hilfiger, and Polo, and has been on a vociferous anticounterfeiting mission. It s kind of like the drug problem, says Gursky. You know that it won t ever completely go away, but we can stop some of it.

He has helped bring countless lawsuits and claims the anticounterfeiting fervor has not only companies in mind, but consumers who get the short shrift. There is a certain element of the population that will buy clothing according to the logo and nothing else, and they end up just not getting the good deal, he says. It s a big business for counterfeiters and the increasing ability to copy designer logos has made it easier for them.

Dempster Leech, whose agency Harper Associates represents the likes of Timberland, Nike, and Louis

Vuitton, acknowledges that New Yorkers can find fakes most any place in the city. Canal Street is rife with fake goods, 57th Street is a mecca for vendors who work off of blankets. Orchard Street is a fabulous location for counterfeit watches. Go down to Battery Park and there are guys selling shirts and watches down there. They operate in the theater district, they operate in Lincoln Center, and then there are areas in lots of tourist spots and then the outer boroughs. Long Island flea markets and Main Street in Queens have long been known as hot spots for fakery.

Recently, penalties have been getting tougher. In fashion circles, imitation is grounds for lawsuits or, in larger federal arrests, time behind bars. Edward Dempsey, a U.S. Customs special agent with the Department of Investigation, says that counterfeiting law has been expanded. Originally the average penalty was five years, now it s 10 years, adding that many clothing giants have not shied away from filing substantial lawsuits. Dempsey and the nine other special agents working within the department sometimes take up to three years to complete a bust. And the Anticounterfeiting Consumer Protection Act drafted last July recommends strengthening of civil fines and involving federal officers, and provides statutory damages of up to $1 million. The International Anticounterfeiting Coalition (IACC) is also pushing for jail time, since many counterfeiters are undeterred by fines. Dempsey remembers one national investigation, which included a Brooklyn operation, that in October 1995 yielded a total of $27 million worth of knockoff merchandise.

Spring Thompson, director of communications at IACC, has no sympathy for knockoff tailors. She points to the $200 billion in projected costs to U.S. companies here and abroad. And in New York, she estimates $350 million a year in lost tax revenue alone. The battle against counterfeiters also provides fertile ground for some rather unsavory conspiracy theories. According to Thompson, fake clothing revenues have been linked to organized crime and the World Trade Center bombing. It s not just a small-cash operation, she assures.

In 1996, of the $47 million worth of counterfeit merchandise seized by U.S. Customs, $11 million was in apparel. Profits from counterfeiting are known to exceed those done by drug trafficking, she adds. A lot of people have gotten out of running drugs and are getting into counterfeiting. Perhaps that s not such a bad thing, but counterfeit busters are adamant that they pursue their cause in the name of the consumer. In some cases, insists Thompson, we re talking about clothing material which could cause allergic reactions or materials that could potentially be extremely flammable. Are combustible sweatpants really cause for alarm? Maybe not. But they do warrant a caveat: you get what you pay for.

GRAPHIC: Photo: Buyer beware: Are designer labels like these at Brooklyn s Fulton Mall the genuine article?

Credit: Sandra-Lee Phipps

LOAD-DATE: March 21, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:34 AM EDT

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New blood working to revive South DeKalb Mall;Owners, managers want store sales to reflect affluence of area residents The Atlanta Journal-Constitution March 25, 1997, Tuesday,

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March 25, 1997, Tuesday, ALL EDITIONS

SECTION: BUSINESS; Pg. 08F; Pg. 06F

LENGTH: 853 words

HEADLINE: New blood working to revive South DeKalb Mall;
Owners, managers want store sales to reflect affluence of area residents

BYLINE: Mickey H. Gramig; STAFF WRITER

BODY:
In the 15 years Ahmad Fayyad has been running GQ menswear in South DeKalb Mall, February has been the slowest month for sales. But GQ's sales were up 75 percent this February, compared with February 1996.

In fact, Fayyad said, the month's sales were higher than any month last year except April and December, when Easter and Christmas shoppers kept the registers ringing. He and other retailers think sales are up because of the new excitement at the 26-year-old mall, which the Atlanta- based investment group Capitalist Ventures bought from Rouse Co. in December for about $ 20 million.

"They are doing their best to get in touch with the community, to see what the community wants. We need the community, but the community doesn't need us," said Fayyad, who, before the mall's sale, feared South DeKalb would turn into an outlet center.

South DeKalb's retail trade area has the nation's second-most affluent concentration of African-Americans, with the average household income at more than $ 39,000 for more than 209,000 people within a five-mile radius, according to Information Decision Systems. Problem is, shoppers say South DeKalb's merchandise doesn't compare with what's available at Atlanta's more upscale malls. And if shoppers can't find what they want to buy at South DeKalb, they take their spending power elsewhere.

Dan O'Leary, managing partner of Capitalist Ventures, wants to detour shoppers back to South DeKalb. He thinks the way is to take an active role in the community, while improving service and selection. Since buying the mall, he's brought on the Charlotte-based retail management company Faison Associates to manage it, and his team has met with community leaders and retailers to talk about South DeKalb's direction.

"We're telling them, 'This mall can be what you want it to be,' " O'Leary said. "They're saying, 'You've got to start selling better- quality merchandise and improve the level of service. We want good- quality merchandise, and, to get it, we're driving past your mall.' "

Not the same selection

Though Mildred Maddox works at South DeKalb, and it's the closest mall to her home, she often drives to Buckhead and other areas to shop.

"They don't have the same merchandise you can get at Lenox. There's certain lines that other Rich's carry that they don't carry here. I don't know why, because this is a very affluent area. There's money spent here," said Maddox, who has worked at a women's designer shop, Allure Apparel, for five years.

Ed Tessaro, a regional director with Rich's, said some lines, like Liz Claiborne, haven't had high enough sales at South DeKalb to keep offering them there. "We sell plenty of better merchandise in South DeKalb. But we have to get a certain amount of turn to the merchandise," he said.

However, Rich's recently added the upscale Emma James label, which is produced by Liz Claiborne, and in the first week sales of that line at South DeKalb were in the top two or three Rich's stores in Atlanta, Tessaro said.

Rich's also is expanding its men's designer section, increasing its Polo, **Nautica** and Tommy Hilfiger selections, which could eventually take over the whole bottom floor, Tessaro said.

"The demand is there. The merchandise is blowing out of the store," said Barbara Copeland Sacco, Faison's director of special projects, who was brought in to help turn around the mall.

110 percent improvements

Part of that turnaround plan involves having "mystery shoppers" visit every store in the mall several times a year. The shoppers will rate customer service and report back to Faison, which will share the ratings with mall merchants so they can make any needed improvements.

Stores that score well will be a step ahead in Faison's 110 Percent Club, a promotion designed to boost morale and, as a result, sales. Merchants will be given points for such things as attending meetings with management and community members, having high mystery shopper scores and participating in mall community service events. The points will go toward 110 Percent Club awards, which have included free newspaper ads, vacations and even a car at other Faison properties, Sacco said.

The mall also has hired a full-time marketing manager and is starting a concierge desk this spring. A renovation isn't planned, but the mall will be brightened up with a colorful banner program. In addition, negotiations are under way for a third anchor to join Rich's and JC Penney, and there's talk of building a stand-alone pharmacy, and possibly a new movie theater, in the mall's parking lot.

That's good news to general manager William P. Ciccaglione, who came to the mall 2 1/2 years ago when it was under Rouse's ownership and management.

"Everything was kind of minimal prior to this, not due to management, but because of the direction this center was headed. I felt like this property wasn't getting the attention it needed," Ciccaglione said. "It's been for sale off and on for like six to eight years. You know what that can do for morale ---not only for the merchants but also for the community."

GRAPHIC: Color: Spring shopping: Sharon (left) and Sharral Long shop for Easter clothes at South DeKalb. / RENEE' HANNANS / Staff (Constitution editions only) Color: Store excitement: Ahmad Fayyad of GQ Menswear says sales are increasing. / RENEE' HANNANS / Staff
Map: Location of South DeKalb Mall; inlaid map shows location in relation to metro Atlanta. / Stephen Camper / staff

LOAD-DATE: March 26, 1997

Fashion-frozen men find it easier to thaw out a bit The Denver Post March 28, 1997 Friday

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March 28, 1997 Friday 2D EDITION

SECTION: LIVING; Pg. E-02

LENGTH: 971 words

HEADLINE: Fashion-frozen men find it easier to thaw out a bit

BYLINE: By Francine Parnes, Denver Post Fashion Editor

BODY:
For a good portion of the male population, the period of interest and patience while shopping for clothes pretty much rivals the life span of a moth.

For them, fashion is the dreaded "F" word.

But for men who are willing to branch out even a bit beyond the khakis-plus-blue-shirt syndrome, there's good news on the horizon.

Mainstream designers such as Tommy Hilfiger, Claiborne, Ralph Lauren, Bugle Boy and **Nautica** continue to track the trends and distill them in a more manageable form for their customers.

More about that to come. But now, the bad news. Halloween haberdashery

What many designers are currently showing won't do much to convert the average Joe into a born-again shopper.

Consider the slew of spring menswear shows. The lines are not bad - if you're game for suiting up like something out of Halloween.

"Mix together the clothes of astronauts, garage mechanics, sports teams, and the UPS man, and you have another trend that's young, flashy and often practical," reports the National Association of Men's Sportswear Buyers.

Ask menswear designers what to wear, and then take a deep breath.

They just might have one word for you - plastic. That's one of the materials offered by a menswear designer named So; other American designers are using the reflective fabrics of rescue teams.

What you choose this season has a lot to do with your identity. Some of the clothes are costumey, and you dress to suit your fantasy.

Not that you have to experiment with the wild side - at one end of the style spectrum, there's the neo-nerdy, popularized this season by Joe Boxer. He has produced a line called Geek Jeans, shorter and tighter with a sixth pocket.

As early as the previews for last fall, the design team of Dolce & Gabbana was among the front runners of the neo-nerdy look. On their runway in Milan, models came out in horn-rimmed glasses, short-sleeved sweaters, flat-front pants and narrow-styled suits.

As Suzy Menkes, fashion editor for the International Herald Tribune then reported, "You could not have found a bunch of more regular-looking guys."

Likewise, in Milan at the Prada show, the guys came out in V-neck golf sweaters, while New York designer John Bartlett did his share to popularize Forrest Gump's Hush Puppies. Nerd's revenge

Meanwhile, Tommy Hilfiger's $ 400 million fashion empire has been advocating styles from the '50s and '60s, including gas attendant jackets and bowling shirts.

This season, the nerd continues to wreak his revenge.

Based on the recent twice-yearly round of menswear showings in Europe and New York, The Washington Post reports that the short-sleeved dress shirt is back. Long the stuff of pencil-protector jokes, the humble shirt is ruling the runways. It's the uniform of the blue-collar working man - suddenly chic, designers are saying. You'll find the look anywhere from Dolce & Gabbana to Calvin Klein.

"In this age of Dilbert, champion of cubicle dwellers, the short-sleeve dress shirt is working-man chic - right up there with coveralls and Caterpillar work boots," says The Washington Post. "It is the shirt of 'NYPD Blue' anti-hero Andy Sipowicz."

Other designers, meanwhile, are fascinated with lumberjacks, auto racers and rescue workers. But suppose you're an average fellow who hasn't exactly been bitten by the shopping bug. You would still like to venture comfortably and confidently into dress-down Friday.

First, don't be ruled by what you see in magazines, on the screen or even on a department store mannequin.

Take the current notion of color. Say, a French blue shirt with navy pocket square and pink tie. Many designers are advocating some variation on this color theme, while Ralph Lauren is going for monochromatic hues, such as shirts and ties, both in solid mint green or lavender.

"Just because we see it, doesn't mean we have to wear it," says Warren Christopher, fashion and grooming editor for Men's Health magazine. "Those styles are not really for everybody," says Christopher. "But they are a good indictor as to where fashion is going. It's a little more daring, with a solid-colored shirt and tie." Glacial movement

Men's fashion moves slowly, but it does move, says Christopher.

"Five years ago, if you suggested that to a guy, he'd think you were out of your mind. Today, color is an easy way of dressing up and giving a little kick to a blue suit."

There are other advantages.

"It certainly cuts down on choices," says Christopher. "You don't have to worry about matching up print ties and striped shirts. For someone who has a hard time with the whole pattern thing, he can buy into this program and make it easy."

Easier still is going tieless. The trend has been pushed to the fashion forefront by banded collar shirts that don't take a tie.

With a dress shirt, forgoing your neckwear may be an option, depending on the corporate culture at your

office on dress-down Fridays. You can play it safer by keeping your jacket on and your shirt buttoned up.

Suppose your uniform is the standard khakis, blue dress shirt, brown belt, brown shoes. They're the perennial favorites.

How to step out in style? Consider slipping into a new pair of shoes.

Apropos of perennial favorites, "Moccasins in men's footwear are as classic as a penny loafer or Gucci loafer, but now you'll see a lot of new ones that don't look like the old style of the past," says Dick Jacobson of the Fashion Footwear Association of New York.

"The basic thing about a moccasin is your foot sits in a shoe built like a glove. But you can do a lot of new things with moccasins, like Ralph Lauren's group of dress shoes with moc fronts," says Jacobson.

Many men consider conversational neckwear a quick ticket to style. But one note of caveat:

"Don't let the tie," says Christopher, "speak louder than you do."

GRAPHIC: PHOTO: Mens Fashions

LOAD-DATE: March 28, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:33 AM EDT

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Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
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SUNNY AND BRIGHT FROM HEAD TO TOE;CHILDREN'S CLOTHES RADIATE WITH COLOR AND TIP THEIR CAPS TO ADULT STYLES Pittsburgh Post-Gazette (Pennsylvania) March 30, 1997, Sunday,

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Pittsburgh Post-Gazette (Pennsylvania)

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March 30, 1997, Sunday, FIVE STAR EDITION

SECTION: ARTS & ENTERTAINMENT, Pg. G-11, SHOPPING WITH POLLY

LENGTH: 1210 words

HEADLINE: SUNNY AND BRIGHT FROM HEAD TO TOE;
CHILDREN'S CLOTHES RADIATE WITH COLOR AND TIP THEIR CAPS TO ADULT STYLES

BODY:
The friendly fellow shopper on the checkout line tells you, "He's got your eyes. . . . She's got your smile . . .," and the parent of the moment swells with pride. It's obvious to Polly and just as obvious to designers of children's clothing: We grown-ups like the idea of our children looking like miniature versions of ourselves.

Thank goodness, though, the cloning of runway fashions for kids is coming at us in doses that are easy to take. Kids can still dress like kids in the traditional sense for spring and summer: Girls will be girls in gingham, florals and frills, and boys will be boys in patterns laced with bugs or balls.

But much of what designers have presented to adults this season has trickled down to Junior and Jane: Those tight-ribbed or cropped tops and dresses with layers of sheer material at Limited Too sure look a lot like mom's. And beside the creepy-crawlies splashed across boys' T-shirts from Health-tex to Gap Kids, there are golf shirts or T's with simple stripes or sporty logos to please any father-and-son team.

It's not hard to find ensembles that represent shared interests, too, when everything from Warner Bros. and Disney stores to Land's End and Old Navy to Nike and Fila and more sell adult and children's clothing with anything from color to texture to pattern in common. And if mom and dad have a fondness for **Nautica,** Tommy Hilfiger, Polo by Ralph Lauren, Guess?, Calvin Klein and so on for themselves, they can easily find those same labels for the child of the house as well.

Look no further than your kids' Crayola crayon box for signs of spring that reflect grown-up trends. The company recently added eight colors derived from the '70s scene - the retro choice of the moment.

"The '70s influence is felt throughout all of fashion," says Peter McGrath, a vice president for JCPenney children's division. "It's trickled down through juniors and young men's to children's wear."

Fruit and vegetables are the main inspiration for the color schemes of then and now. For girls, orange, yellow, raspberry and lime green show up in florals and prints nearly everywhere you look: In everything from beachwear to dress-up, at Gymboree stores (newborn through kindergartners), in lines like Guess? Kids and Esprit, bold and bright are the rule. And the '70s are alive and well at Limited Too (infant to size 16), which features splashes of flower power; above-the-knee jumpers, bell bottoms and those skinny-ribbed tops that are as widely available now as they were when Mary Tyler Moore made them a weekly fashion statement.

Polly also wishes she had saved some of those chain belts that dangled daringly from hips way back when. Even hair has gone nostalgic. Magazines like Girl's Life are showing it mostly long and parted, and kept in its place by barrettes, scrunchies or hats.

For boys, sportswear is the biggest influence, and soccer in particular at JCPenney. Labels like Umbro, addidas and Extreme provide the athletic look. "Patterns mimic soccer ball designs or logos. Fabrics, like nylon, are high-tech tough," notes McGrath. "It's a sports-inspired look that combines fashion with function."

Khaki and some of that '70s color, like avocado and mustard gold, have come off the runway and into boys' wardrobes. These colors often represent environmental themes, with frogs, fish, snakes and dragonflies on playshirts from lines like OshKosh B'Gosh. They're also big for boys' Sunday-best look. Small Treasures, for instance, offers a dressy khaki and cream ensemble with band-collar shirt, paisley vest and pleated pants, at Newman's, Squirrel Hill and the Galleria, Mt. Lebanon.

Newman's is filled with the bright colors of spring in simple, elegant styles, including an anything-but-mellow yellow denim jumper by CK Calvin Klein Jeans and the same yellow as background for a floral shift dress with Velcro-attached bow at the back from Plum Pudding Ltd.

If, like Polly's, your eyes are glazed over by all the bright colors and wild patterns, there's respite. The shades of brown made mandatory by couture designers also have found a home in places like Gap Kids, where they highlight everything from boys' sport jackets to sun dresses to overalls. (The latter, by the way, is another popular way to make the kids' scene for spring.) And the patriotic trio of red, white and blue is a no-brainer, available from lines like Tommy Hilfiger, Polo by Ralph Lauren and Fila (at Kidsburgh, Downtown, and Newman's). A page in Child magazine's spring fashion section illustrates this point well.

At stores like Gymboree, which are strictly kids stuff, you find a lot of function (quality, easy maintenance) to go along with fashion for newborns through preschoolers. Long, elacisticized cuffs, for instance, keep pants from hiking up and, when uncuffed, allow the pants to grow another half-inch or so with your child. (The newest Gymboree store in our area, in Ross Park Mall, opened earlier this month.)

Another kid's clothing store, The Children's Place, is due to return to Monroeville Mall in the fall after a long absence from our area. A girl's plaid jumpsuit and cotton T-shirt from the franchise - which doesn't have another store in Western Pennsylvania, according to a company spokeswoman - is featured in the April Parents magazine. The photo layout, titled: "Dress-up clothes for kids who want to have fun," included a JCPenney retro jumper and mock turtleneck outfit, to represent "flower-power prints."

Keds sneakers has picked up on the floral and bug themes in color-changing sneakers called "Magic Rays" (at Littles, Squirrel Hill). And, for girls, those plastic "jelly" sandals in every hue are the rage (at Gap Kids).

Made-to-match hats and caps are as prevalent as at any time Polly can recall, and most come with the added plus of a bill or brim to shade the eyes. This is one trend Polly would like to borrow - especially to view all those bright colors that will be racing around the park under the warm sun.

No nagging necessary

Thank heaven for little girls and boys - except when negotiating with them about choices on the clothing market.

You and your kids are likely to clash about clothing; the Roper Youth Report says it's one of the top nagged-about issues between parents and children.

"Most parents assume that kids are stubborn or just plain spoiled when there are fights about clothes," says Marilise Flusser, a fashion consultant for OshKosh B'Gosh. It helps to remember that kids naturally rebel to assert their independence as they grow up, she says.

Little ones are likely to concentrate on mastering the skill of getting themselves dressed, while older children choose clothes that help them connect with peers, she adds. She recommends putting off purchases for school-age children until after classes start, so they can check out what their friends are wearing.

She points out that most youngsters don't understand the concept of matching, and don't care. You shouldn't either, she counsels. Let your children make their own color choices; you can teach them about coordinating combinations for special occasion dress-ups by attaching the accessories to the hanger of the fancy outfit.

STYLEWISE

GRAPHIC: PHOTO (4), PHOTO: (No caption); PHOTO: Lake Fong/Post-Gazette: Gymboree's durable cotton clothes for spring; include a brightly colored cotton dress ($ 34) with matching sun hat ($ 12, not; shown) and socks ($ 4.25); leggings that pick up the print are available, too.; For outfitting boys on the go, there's a vest ($ 26) with matching jungle-print; shorts ($ 20), T-shirt ($ 20), hat ($ 12, not shown) and socks ($ 4.25); PHOTO: The '70s are back in a sheer dress with long, bell sleeves in bright; orange and floral print over an attached solid orange slip ($ 49) and a; zippered, lime green vinyl jacket ($ 34), thin-ribbed blouse ($ 17) and flowered; skort ($ 29) with daisy chain belt ($ 10, all from Limited Too), adorning a; child's wardrobe. All photos taken at This End Up children's furniture section; in Monroeville Mall.; PHOTO: Bugs are big for boys, including, center, a Gap Kids T-shirt ($ 12.50); and cap ($ 14.50) with long denim shorts ($ 19.50). Choices for the sporting; crowd are from Pittsburgh Pirates Clubhouse, including Penguins toddler jersey; ($ 28.99), sweat pants ($ 13.99) and sneakers ($ 16.99); Toon Squad jersey; ($ 14.49); and Pirates T ($ 9.99).

LOAD-DATE: April 4, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:33 AM EDT

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Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)

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Spring fresh; New looks enliven menswear Chicago Sun-Times March 30, 1997, SUNDAY, Late Sports Final Edition

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Chicago Sun-Times

March 30, 1997, SUNDAY, Late Sports Final Edition

SECTION: SHOW; Pg. 15; NC

LENGTH: 1085 words

HEADLINE: Spring fresh;
New looks enliven menswear

SOURCE: JIM FROST; LEZLI BITTERMAN; PHOTOGRAPHED AT SANDALS ROYAL BAHAMIAN RESORT & SPA and in NASSAU, BAHAMAS. MODELS: Rakeem Short and Chris Wilmer, David & Lee Model Management

BYLINE: BY MAUREEN JENKINS

BODY:
Over the years, mainstream male shoppers have gotten used to clothing styles that don't change all that much from one season to the next. Sure, a suit jacket may go from double-breasted to three-button; dress shirts go from button-down to banded collar. But there isn't always a lot of news.

Guys, you're in luck this spring.

"For the person who hasn't walked through a men's department in a while, it's an interesting journey," says Bill Lasche, vice president of fashion and product development at Carson Pirie Scott. "It's no longer just neutrals; there's a lot going on."

You don't have to be a clothes-obsessed dandy to find something exciting, either. Take your pick: bold color, textured fabrics, sheen-enhanced separates, new takes on preppy or slimmed-down silhouettes. We break it down for you right here.

SLIM-FIT SILHOUETTES

In case you haven't noticed, mainstream menswear is moving away from those boxy, baggy silhouettes into something more sleek and streamlined. And it's not just in the high-priced designer lines; the slimmed-down look is carried all the way down to young men's.

At Structure, V-neck knit striped vests are shown over muted pastel shirts. Saks Fifth Avenue carries Gene Meyer, a mid-priced menswear designer known for creative colors and narrow silhouettes, who does fine-gauge sweaters that hug the chest. Body Body Wear (also at Saks) offers shiny ribbed V-neck tops that play up whatever shape a man's got.

But as Bigsby & Kruthers president Michael Karpik says, saying the words "slim fit" to customers is a scary thing.

"We concentrate more on what we call the 'sartorial revival,' where in the '40s, '50s and early '60s clothes were slimmer to the body with higher armholes and narrower trousers. Jackets have higher buttons and

rounder shoulders. It has an elegance to it. It's dressy; it's not skimpy. But the comfort factor is still most important."

Natural fabrics are blended with stretchable synthetics so that garments hold their sleek shape without suffocating the wearer. Edgy European designer Katharine Hamnett blends polyamide and spandex into a polo-style fatigues print shirt.

But don't despair if you don't have a 32-inch waist or model's physique, says Lasche. "You can certainly adapt the look with a single-pleat trouser," he says, instead of wearing baggier versions. The adventurous can check out flat-front trousers. In suits and sports coats, look for narrower lapels or buttons that start closer to the neck. High V-neck sweaters and shirts also are a good bet.

"Everyone wants to look like a Greek god," says Karpik. "The high V proportions (a man) up vertically."

SILK TEXTURIZED

Now that color has become such a big deal in the men's market, it only makes sense that textured silk fabrics are making news. And they're being produced in bold hues -- oranges, turquoises and greens -- that liven up menswear.

"The traditional customer is the one who years ago loved the pinks, loved the yellows," says Karpik of Bigsby & Kruthers. "This is just a new interpretation."

Donna Karan's DKNY collection features short-sleeved sports shirts in silk shantung (which has a slightly nubby woven texture), in subtly striped colors like olive and navy. The line also offers gold silk dress shirts with iridescent sheen. Neckwear takes color especially well, as woven tone-on-tone shades make news.

When it comes to silk, "there's an inferred value because it's a fine fabric," says Lasche of Carson Pirie Scott. "Its interpretations in doupioni (uneven yarn with a decorative texture) and shantung make it interesting."

Plus, at Carson's, silk-blend sweaters, especially when combined with linen and cotton, are selling well.

NEW TAKES ON PREPPY

It seems every several years, the traditional preppy gear -- knit polos, striped rugbys and madras plaid pants -- make the fashion rounds. This spring, designers again have taken a liking to it. Even hip Details magazine is featuring a story in its April issue on the preppy revival.

"There's been a general trend toward minimalism -- simple, trim-fitting clothes," says senior editor Joe Levy, who wrote the piece. "We've had so many extreme looks that one of the edgiest ways to look is normal, and almost suspiciously so."

Levy calls those who dress in classic prep style — like Ralph Lauren's slim V-neck sweaters, and madras plaid pants and polos -- "neopreppy."

But this season, the trend gets an updated twist with a street-smart flair, with a look Levy deems "homeboy preppy." Now, less well-known brands like Boss by I.G. Design (sold at Carson's) are offering baseball jersey-inspired polos in two-toned lime and yellow, powder blue and black, and orange and white. Ruffera oversized plaid rugbys feature denim collars and go under baggy overalls.

LET IT SHINE

Sheen is everywhere this spring, from the health club to the nightclub to the office. From iridescent neckties to skinny V-neck shirts, garments are glistening. And it's not just crazy-colored prints -- solid items injected with the shine treatment are hot sellers already.

"You can buy one of these ties (to go) with a suit and shirt, and the whole look instantly changes," says Carson's Bill Lasche. "You take a suit that's five years old and it becomes 1997 overnight."

Makers like **Nautica** and Calvin Klein are using muted pastels and off-tone colors like olive and chartreuse for ties. (Think Robert DeNiro and Joe Pesci in "Casino.") Jhane Barnes, queen of computer-generated design, is doing cotton shirts and polos in muted iridescent blues and greens.

"It's something you don't have in your wardrobe," says Bigsby & Kruthers' Michael Karpik. "It's something fresh without being too provocative."

Plus, style infusions abound from activewear. Look around men's departments and see everything from Claiborne Sport's pullover silver jackets and matching pants to Saks Fifth Avenue's cotton polos with a satiny finish.

In the sportswear market, Chaps Ralph Lauren carries logo-ed polos with iridescent silver stripes. The Gap is featuring sheen-enhanced cotton/nylon jackets in chocolate brown and bone. And Chicago urban sportswear firm Bar Code adds a hip-hop edge with zip-up jackets with iridescent logos down the sides.

"People want some of the flash of their activewear in their everyday clothes," says Details' Joe Levy. "It's wanting to feel athletic and strong when you're going out at night. You're seeing a lot more flash in the gym and the nightclubs."

GRAPHIC: Silhouettes remain slim this season. Chris wears Ralph Lauren's cotton V-neck sweater, $ 125, over a cotton jersey tee, $ 59.50, with yarn-dyed plaid pants, $ 69.50, and Ralph Lauren Footwear loafers, all at Polo Ralph Lauren. Preppy looks reign again. On Rakeem, left: Tommy Hilfiger oversized rugby, $ 135, baggy Hilfiger shorts, $ 59, at Carson Pirie Scott. Fisherman sandals from Ralph Lauren Footwear, at Polo Ralph Lauren. On Chris, right: Honors taupe polo shirt, $ 8.99, under Honors striped polo, $ 10.99, Honors madras plaid shorts, $ 14.99, at Target. Ralph Lauren Footwear at Polo Ralph Lauren. Add a dash of sheen to your spring wardrobe with a simple tie like this one. Calvin Klein iridescent tie, $ 85, Vestimenta Spa wool/nylon jacket, $ 850, Ermenegildo Zegna silk shirt, $ 375, Comme des Garcons trousers, $ 435, Devecchi olive suede belt, $ 115, at Ultimo. Loafers from Ralph Lauren Footwear, at Polo Ralph Lauren. Textured silk plays up spring's all-important color story. On Rakeem: Romeo Gigli silk vest, $ 595; Comme des Garcons plaid silk jacket, $ 1,320, Romeo Gigli wool/nylon iridescent trousers, $ 375, at Ultimo, 114 E. Oak. Brown suede loafers from Ralph Lauren Footwear at Polo Ralph Lauren, 960 N. Michigan.

LOAD-DATE: March 31, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:31 AM EDT

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Power grooming; men's grooming products; Buyers Guide Playboy April, 1997

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Playboy

April, 1997

SECTION: No. 4, Vol. 44; Pg. 118; ISSN: 0032-1478

IAC-ACC-NO: 19227698

LENGTH: 1618 words

HEADLINE: Power grooming; men's grooming products; Buyers Guide

BYLINE: Richardson, Donald Charles

BODY:
GROOMING used to be simpler. You just shaved, slapped on some Old Spice or Aqua Velva, ran a comb through your hair and that was it. Ten minutes at the most. But things have changed. Now there are hundreds of men's grooming products to consider, and the whole process can be confusing. Is it necessary to dry your hair before adding gel? What's centella asiatica? Is Michael Jordan's new line of men's cosmetics a three-pointer or an air ball? To make your time in front of the mirror and under the shower count, we've combed through everything from extrabody hair goo to a mustache trimmer with one-handed speed shifting. And, of course, we've included advice on how to use the products you buy.

GETTING GREAT FACE

The basics of facial skin care are simple: If your skin feels dry, you need a moisturizer. If it's oily, use an astringent. However, it's important to remember that skin changes along with the weather, the environment, your diet and your stress level. What you need one day might not work the next. So be aware of your skin's immediate condition and feed it only what's required. Aramis offers A+ Foaming Face Wash, a three-in-one formula that cleans, exfoliates and helps prevent ingrown hairs while setting up your beard for shaving. If oily skin is a problem, Aramis' Lab Series includes Stop Shine Oil Control Formula, which helps normalize the surface of your skin.

THE CUTTING EDGE

Shaving tools keep getting slicker. The new Norelco Reflex Action Men's Electric Razor, for example, has a suspension system that adapts to the contours of the face and an adjustable shave band for greater sensitivity. Panasonic has introduced the first wet-and-dry linear electric shaver, which features an electromagnetic system that moves the blade in a linear motion across lathered or dry skin. If you're traveling light, slip a Bic in your pocket. These disposable razors can now be used by men with tough beards or sensitive skin.

Phyto has a product that will make your safety razor glide more easily over your face: Phytomen Softening Shaving Gel for Sensitive Skin. Just out on the market, it contains centella asiatica, an Asian plant extract that helps soften and repair your skin. Phyto also markets an oil-free Soothing Aftershave Balm. Guerlain

will introduce citrus-scented Habit Rouge Aftershave Balm. The Polo Sport Skin Fitness Gollection's Shave Fitness Skin Protecting Foam protects against nicks and cuts by providing a layer of lubrication that reduces razor drag. Dermalogica's Perfect Shave offers the same protection, using organic silicon and antiseptic essential oils. Floris of London will reintroduce its classic Gentlemen's Shaving Cream to the American market. American Crew, the hair-care company, has entered the shaving game with two new products: Herbal Shave Cream, made with natural oils and moisturizers, and Essential Shave Oil, a vitamin-infused fatty acid preparation that's applied as a beard softener before shaving cream.

Keep facial hair trimmed with Sunbeam's Oster Powerplay Mustache and Beard Trimmer, which features a speed switch that allows you to change settings with one hand while you're shaving. And Braun has just introduced Shave & Shape, a combination shaver and facial-hair trimmer.

THE BODY BEAUTIFUL

"The process of becoming clean should be a relaxing and stimulating experience. Products that feel good, smell good and last long are what I had in mind when we developed the Active Body Collection," says basketball superstar Michael Jordan. His new line of grooming aids, based on his cologne, includes body soap, shower gel, aftershower dry oil spray and deodorant. Another athlete heading for the showers is Scott Azgarino. The former pro triathlete and Ironman competitor has created Pro for Athletes, a skin-care collection that includes bath-and-shower gel enriched with herbal extracts and vitamins. **Nautica** by David Chu sails into stores with its Competition Collection, which includes deodorant, body wash, moisturizer and talc-free body powder. Tommy body wash is a fresh gel from Tommy Hilfiger. And Guerlain has just introduced Habit Rouge All-Over Shampoo, for the body and the hair.

After your shower, apply a clear deodorant, such as one from Gillette or Right Guard. These products offer great protection without flaking. Mennen's clear antiperspirant and deodorant gel drys fast. Tommy Hilfiger has a new deodorant stick scented with the popular Tommy fragrance. Davidoff Cool Water offers a sharp-scented deodorant stick and talc.

THE SMELL OF SUCCESS

Today's fragrances reflect casual attitudes and athletic lifestyles. Davidoff Cool Water is a spicy scent, while Paco Rabanne is more mysterious and sexy. The unisex Paco from Paco Rabanne has a younger appeal, as does Geoffrey Beene's Eau de Grey Flannel. Also directed toward a young crowd are Faconnable for Men's Face a Face, made from juniper and angelica, and Liz Claiborne's Curve, a warm, sensuous fragrance. The scent that's hunching the **Nautica** Competition body-care collection is a combination of musk and oak moss with touches of green apple, nutmeg and seaweed. Glarins Fragrance Group's Chrome is a fresh, sharp scent designed by Lofts Azzaro. And due on the market this fall is Giorgio Armani's second fragrance, a woody scent called Acqua di Gio for Men.

HAIR SUITABLE

To get shiny, great-looking hair, try Cat Polishing Shine from Redken. Use Paul Mitchell's Extra-Body Sculpting Gel for maximum volume and brilliant shine, and Extra-Body Sculpting Foam if you want every hair to stay in place.

Clairol's Frizz Control is a new line of products for dry hair. Dryness can also be helped by Calvin Klein Escape Collection's conditioning shampoo. Matrix' new line, Icon for Men, smells masculine and includes two shampoos, a light conditioner, hair spray, gel and a grooming cream for manageability and shine. Desert Essence offers a chemicalfree, sulfate-free Moisture Management System, a collection of cleansing and conditioning products for dry or oily hair. And from Australia comes Fudge, a line for the young at heart. A product called Licorice delivers texture and shine to hair; one called Putty locks hair in place. Gum provides firm hold, and Varnish creates a slick look.

New York stylist Stephen Knoll has just presented his own line of hair products, including Obedient, a sculpting gel that provides excellent control. Knoll, whose clients include Arnold Schwarzenegger, gave us

the basics of using gel: "After shampooing, blot the excess water off your head. Take a small amount of gel--dime-sized if you don't have much hair, nickel-sized if you do--and rub it between your palms and fingers. Beginning at the hairline, work the gel through the hair from the roots up, moving the product evenly along each strand."

Going gray? No sweat. These days a lot of men color their hair. Just for Men has recently added lighter shades to its hair-color collection. These products consist of an easy-to-use brush-in gel. Clairol Men's Choice colors the hair on your head and face in one easy step.

TO help prevent hair loss, use Rogaine with two percent minoxidil, which is now available over the counter. A five percent solution may be available by prescription in the near future.

Nioxin is a hair-enhancement treatment that combines Cleansers, conditioners; stimulants and nutrients to improve the quality and health of hair. After great success with mature men, the company developed Nioxin Fit, a treatment to help younger guys keep their hair healthy and looking sharp.

WHEN THE SUN COMES OUT

While winning a third of the 300 triathlons he's entered, Scott Tinley exposed his skin to virtually every climate. These days he doesn't leave the house without applying a lotion with a sun protection factor of at least 15. Protecting your skin from the sun is the best way to keep it looking young. Lab Series from Aramis has a waterproof, sweatproof Sun Protection Spray with 15 SPE Aubrey Organics offers shelter with a range of products, including Titania Herbal Sunblock, SPF 25. Beach volleyball champion Karch Kiraly and former water polo Olympian Terry Schroeder are among the athletes who use Aloe Up Pro Sport products, which protect for eight hours with either 15 or 30 SPFs. The Body Shop gets into summer with the Watermelon Sun Care collection. Its products have SPFs ranging from 6 to 20 and protect against UVA and UVB rays, Zirh Skin Nutrition, a new men's grooming collection, will introduce a 25 SPF Sport Sunscreen, a waterproof product with vitamins A, G, E and Bs. Kiehl's has a complete sun-protection collection with lotions for individual skin types. Its water-based sunscreen with 16 or 24 SPF is excellent if you have oily skin, and Sunshield Sunblock with SPF 15 is for people who are sensitive to sunscreens. Heliotherapy Sport SPF 20 by California Tan Contains vitatan, which supplies the skin with nutrients, and melanin to increase bronzing.

Self-tanning products give you a glow without the burn. The Body Shop offers Watermelon Self-Tan Lotion. Neutrogena has Glow Sunless Tanning Lotion and Spray, which dry in five minutes without streaking. Aloe Up offers Sunless Tanning Lotion. Aramis Lab Series has several tanning products--Tan on Demand and Sunless Tanning Spray. All are fragrance-free. Acapulco Sun offers Immediate SelfTanning Lotion and Spray and a gel for the face only.

Getting groomed may have been simpler years ago, but with all the products and procedures, it's actually a lot easier today to achieve the look you want. And once you get the hang of it, chances are you can still get it together and be out in ten minutes.

GRAPHIC: Illustration; Cartoon

IAC-CREATE-DATE: April 8, 1997

LOAD-DATE: April 09, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:28 AM EDT

Show wrap up: MAGIC best buys; boy's apparel Children's Business April, 1997

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Children's Business

April, 1997

SECTION: No. 4, Vol. 12; Pg. 13; ISSN: 0884-2280

IAC-ACC-NO: 19459269

LENGTH: 645 words

HEADLINE: Show wrap up: MAGIC best buys; boy's apparel

BODY:
West Coast Style Editor Kimm Rooney surveyed exhibitors for the bestselling boys' wear at MAGIC.

T.F.W.: The company says its zippered printed cotton pique polo from the "Woodlands Territory" grouping was its bestselling item. The flat knit, 1 by 1 ribbed top is available in sizes 2-7 and wholesales for $ 9.50. T.F.W. reports 12,000 units were moved during MAGIC.

Kids Headquarters: The three-piece nylon windsuit set was the best buy at Kids Headquarters. The colorblocked jacket with coordinating elastic-waist pants featuring an embroidered logo and double zip front is sold with a polyester/cotton jersey turtleneck. The suit wholesales for $ 14 in sizes 2-4, $ 15 in 4-7 and $ 16 in 8-16. Kids Headquarters reports 3,000 dozen units were sold during MAGIC.

Basic Elements: The magical item at Basic Elements was a zip-front suede jacket with knit collar and cuffs and side slit pockets. Available in brown, black or navy in sizes 2-14, the pigskin jacket wholesales for $ 19 to $ 21. Basic Elements reports that 4,000 pieces were sold at MAGIC.

Sahara Club: Sahara Club reports that its wide-wale corduroy pants with a single front pleat were a MAGIC best buy. Available in black, chocolate and butterscotch, the pants wholesale from $ 14.50 to $ 18 in sizes 2-20. Two hundred dozen units were sold during MAGIC.

Parigi: The polyester double-knit long-sleeve top featuring a Johnny collar, reflective piping, mesh accents and a rubberized logo wholesales for $ 7.50 in sizes 4-18. Parigi reports 9,000 units were sold during the show.

M. Hidary: The best bet at M. Hidary came from the "Voight" group. A fleece-lined nylon V-neck pullover featuring a banded rib-knit bottom and sleeve cuffs, an embroidered logo and side pockets was selling strong. Available in navy, royal and black in sizes 4-18, the top wholesales from $ 6.50 to $ 7.50. 9,600 dozen units were sold at MAGIC.

Uh!Oh: A zip-front, drop-needle, yarn-dyed top featuring striped neck and sleeve trim was the top-selling item at Uh!Oh. Available in sizes 2-16 and wholesaling between $ 9 and $ 10, 135,000 units were reportedly moved during MAGIC.

D.A.Y. Kids: A textured knit pullover featuring a double layered V-neck and retro ski-inspired stripes was the hot item at D.A.Y. Kids. Available in sizes 2-7, the pullover wholesales between $ 11.50 and $ 12.50. 11,082 units were moved during MAGIC.

Nautica: A down parka with nautical colorblocking that reverses to plaid was **Nautica's** hot item. The hooded snap/zip parka with bellow pockets is available in sizes 2-20. Wholesale prices were not available. The company reports 12,000 units were moved at the show.

Haddad: The reversible nylon, zip-front team parka was Haddad's best bet. The reversible hooded nylon parka featuring diagonal color blocking, side pockets and an embroidered logo on the chest and back is available in sizes 4-20 with a variety of licensed team logos. Wholesaling between $ 40 and $ 44, 350,000 units were reportedly sold at MAGIC.

Aeroblue: A polyester/cotton velour top was the best bet at Aeroblue. The long sleeve top features a striped cotton knit Johnny collar and cuffs with pieced and piped front panels. Available in blue, green and white in sizes 4-18, the top wholesales from $ 9.50 to $ 11. Aeroblue reports 48,000 units were moved during MAGIC.

Joe Boxer: For Joe Boxer, the hot item was a hooded nylon jacket with a zip front, Velcro closures and a web site address/logo on the back. Available in black or yellow in sizes 8-20, the jacket wholesales for $ 35. Joe Boxer reports 8,000 units were sold during MAGIC.

AME: The licensed Rugrats cotton underwear was the top-selling AME item at MAGIC. Featuring a Rugrats characters print, this long-sleeve long underwear set wholesales for $ 8 and is available in sizes 4-14. AME reports 250,000 units were sold at the show.

GRAPHIC: Illustration; Photograph

IAC-CREATE-DATE: June 30, 1997

LOAD-DATE: July 01, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:28 AM EDT

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Shoes by Nautica Milwaukee Journal Sentinel (Wisconsin) April 4, 1997 Friday

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Milwaukee Journal Sentinel (Wisconsin)

April 4, 1997 Friday Final

SECTION: Business Pg. 1

LENGTH: 48 words

HEADLINE: Shoes by **Nautica**

BODY:
Nautica Enterprises Inc. said Thursday it was expanding into athletic performance shoes as part of an effort to move beyond sports apparel. The clothing maker signed a three-year contract with Glen Rice of the Charlotte Hornets basketball team to promote the **Nautica** Competition shoes.

LOAD-DATE: April 5, 1997

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April Showers Face foul weather with a splash of style The Denver Post April 4, 1997 Friday

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The Denver Post

April 4, 1997 Friday 2D EDITION

SECTION: LIVING; Pg. E-01

LENGTH: 771 words

HEADLINE: April Showers Face foul weather with a splash of style

BYLINE: By Francine Parnes, Denver Post Fashion Editor

BODY:
Welcome to the rites of spring. It's that soggy time of year again, made for walking between raindrops (or even snow showers) and catapulting over puddles.

Soon weather reports will start saying "thunderstorm likely." But the fashion forecast brings rain gear in sunny brights, as well as umbrellas with artful prints that perk up even the grayest days.

For most people, an umbrella is a rainy-day necessity with more function than fashion, inevitably lost at the first stop you make. But manufacturers have other ideas.

The Denver Art Museum Shop (100 W. 14th Ave. Parkway), for example, has umbrellas embellished with prints of famous paintings by favorite artists, $ 36, destined to please with ballerinas from Degas or watercolors from the masters. Matching tote bags are $ 30.

For a splash of the seaside, The Nature Company in the Cherry Creek mall has a "South Pacific" umbrella, $ 35. And Natural Wonders, also in the mall, has umbrellas sprouting with pansy or hibiscus prints, $ 30.

Raincoats were introduced in 1830, seven years after Charles Macintosh perfected a rubberized fabric.

After all these years, they come in many moods.

You don't have to spend a lot, either. At Foley's, $ 25 will get you one of a selection of mid-thigh slickers, some with hoods.

From Totes, they come in royal blue or raspberry, lined with floral prints. Rain slickers in red or black are lined with houndstooth.

If it's taxi-yellow you're after, at Foley's, the gray-day lineup includes Ralph Lauren rain slickers at $ 138 for women; $ 297.50 for men. Then add a mellow-yellow umbrella with banana-leaf print or sunflower motif, $ 26 apiece at Sky Scrapers Kites, 3940 W. 32nd Ave. On the classic end of the spectrum are men's and women's coats by London Fog and Burberry's. Burberry's is a London-based company known for its signature tan, red and black plaid, typically used as a lining. Skirts, scarves and umbrellas also match the lining. Burberry's raincoats were first used by British officers in 1914, and today there is a store in the Cherry Creek mall.

At Saks, the emphasis is on practicality and traditional looks. "The majority of coats are above the knee, with a loose, swingy shape, and a loose sleeve, so they're very practical and very easy to wear over any jacket. They're really cut to go over jackets," says Janie Harrington, fashion director. "They're neutral tones such as taupe, gray and black."

If it's a traditional wrap trench coat you're after, Ellen Tracy offers one that just about sweeps the ankles in black lightweight polyester, $ 395 through the Saks Fifth Avenue spring Folio catalog (1-800-345-3454; order by style No. 74-44741).

But some of the current crop of rainwear comes with an athletic edge. Take, for instance, a color-blocked turquoise, lime, purple and white hooded jacket, with big **Nautica** logo emblazoned down the sleeve. In lightweight cotton poplin, it's destined for days when drizzle is in the air. The jacket is $ 175 at Dillard's.

If you're seriously bent on dodging the drops, select from the bevy of high-tech rain jackets currently on the market. Patagonia has a unisex "Skanorak Top," billed as a combination raincoat, mountain anorak and paddling jacket. The waterproof/breathable jacket with drawstring waist and adjustable hood comes with such features as Velcro-sealed cargo pockets and three layers of fabric.

In red with purple lining, or in hunter green with black lining, it's $ 295 at Patagonia stores. Or order through their catalog (1-800-638-6464, style No. 85303).

There's no shortage of fun rain gear for kids, either. For the pint-size set, Foley's has a "101 Dalmatians" rain slicker, $ 9.

Talbots Kids offers unisex color-blocked rain slickers with snap-on hoods and plaid cotton linings, $ 34, in bright yellow with navy, hot pink, turquoise or orange.

Bright yellow nylon ponchos with underarm snaps for a better fit can be folded into an attachable pouch, all for $ 22 by Talbots Kids.

There also are children's acrylic-coated nylon jackets that fold into a pouch, $ 38, colorblocked in orange and yellow, or turquoise and kiwi. Nautical-style rain boots in red, navy or yellow rubber are $ 24.

They're all sold through the Talbots Kids store in the Park Meadows mall. Or order through the spring catalog by calling 1-800-KIDS-123.

Then add a kids' Winnie-the-Pooh umbrella by Salamander, $ 16 at Sky Scrapers Kites.

Finally, don't forget the go-withs. When it comes to accessories, vinyl totes by Guess are $ 32 at Foley's, in citrus brights including orange, yellow and lime. They're bound to brighten up a rainy day.

GRAPHIC: PHOTOS: The Denver Post/Dave Buresh Fashions

LOAD-DATE: April 04, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:26 AM EDT

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Revenge of the Anorak Sunday Times April 6, 1997, Sunday

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Sunday Times

April 6, 1997, Sunday

SECTION: Features

LENGTH: 885 words

HEADLINE: Revenge of the Anorak

BYLINE: Simon Mills

BODY:
Sturdy hiking gear is walking out of the shops. But it's not just ramblers who are buying it. SIMON MILLS on why outerwear is in.

One London department store famous for its high fashion menswear suggests in a new advertising campaign that one of the best things about living in the big city is that you never come across that distinctly unstylish breed; the rambler.

This smug message is illustrated with a double-page spread of these no-hoper rural types all togged up in their sturdy hiking boots and impermeable outerwear garments, ready to set off on a bracing stroll through the footpaths and bridleways of the glorious British countryside.

The advertising boys who came up with this campaign must have been pretty pleased with themselves; this will surely strike a chord with the capital's clotheshorses. After all, there is not much crossover in the worlds of fashion victims and outdoors men, is there?

Sophisticated townies dislike ruddy-faced country folk and hate their shapeless, practical clothes.

You are either Prada or Barbour, right? Armani or Husky. You can't be both.

Well, actually, you can.

Because right now the hippest, trendiest clothes are not walking out of shops on Bond Street or the King's Road but are being sold in camping shops and outdoor supplies stores nationwide.

The seriously fashionable have gone all Chris Bonington on us and are ditching the clothes that marched down the runways in Paris and Milan in favour of the sturdy and functional performance wear that has proved itself in the wilder terrains of Karakoram or on the icy ridges of K2.

Even more unlikely, this hardy gear is fast becoming de rigueur on the streets of our cities, spawning a new breed of apparel junkie - the functionwear victim (FV).

Like the fashion victim, the function junkie loves his labels. He can drone on for hours about technically orientated brands such as Karrimor, Berghaus, Napijiri Geographic, The North Face (which film star Val Kilmer wears), Helly Hansen, Sprayway and Mountain Equipment.

If he buys a pair of boots they must, like the footwear produced by Asolo, Scarpa, Merrel and Rockport, boast all the capabilities of a Land Rover and even his summer sandals will have a four-wheel- drive facility.

The enduring favourite of all these labels is Patagonia. The superb structure, quality and chic simplicity of its clothes, has made Patagonia the outdoor choice of American yuppies but fairly hefty price tags in Britain puts them out of reach for many.

Instead, the less solvent FV will have to settle for Patagonia's excellent catalogue, featuring real-life customers who have sent in their postcards from the edge showing themselves bravely putting their gear through hell in some far-flung, uninhabited part of the globe. An appearance here is the stuff of dreams for FVs. It is the equivalent of getting one's face into party shots in Harpers & Queen's Jennifer's Diary column or Tatler's Bystander. (Droll ski guides in the Alps have nicknamed the label Pata-Gucci.) The FV is also alarmingly well- informed about the properties of high- technology performance fabrics such as Gore-Tex, Cool Max and Polartech. He knows that "wicking" is a fabric's ability to attract sweat away from the body while in action and can tell you roughly how many recycled plastic bottles it takes to make a North Face fleece. He loves the fact that the manufacture of these man-made fabrics does minimal damage to the environment.

If the polar fleece is the little black dress of the FV's wardrobe, then the anorak is his classic camel coat. Once a bitterly pejurative term, the anorak now forms an integral part of any modern man's wardrobe (see Noel Gallagher, a giant amongst anorak wearers who is rumoured to own more than 50).

For the dedicated FV, this garment is a constantly evolving, ultramodern classic that must be renewed at least twice a year; last year North Face, this year Helly Hansen. Next winter **Nautica** perhaps.

As with most dress codes, there is a subliminal message and what the function victim wants you to believe is that, on the quiet, he is an all-action man with a surfeit of adrenaline coursing through his low-cholesterol body. Like those goatee-bearded dudes in the Pepsi Max telly ads, he is a mountain biking, power-hiking, canyoning, kayaking, skiing, superhero, no less. A confident, metropolitan man in the week and the original Milk Tray man at weekends.

And, indeed, he may be just that.

The proliferation of performance brands and funky outdoor outfitters is not just a whimsy of fashion. You only have to count the number of mountain bikes clinging to roofracks of BMWs and Audis on the motorways at the weekend to realise what a huge industry the "great outdoors" has become.

This week, these upscale, rugged types get their own magazine with the first monthly issue of GQ Active, a health, fitness and sports magazine for men. If you, like me, are of the view that performance kit should be used and abused, not paraded and kept pristine, then you might like to mutter the following next time you see a function victim in his immaculate Patagonia Gore-Tex jacket (a snip at Pounds 375!): "All the gear, no idea."

* Simon Mills is the editor of the new GQ Active Magazine

LOAD-DATE: May 28, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:25 AM EDT

Journeys maps major expansion on teen turf; chain shoe store Footwear News April 7, 1997

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Footwear News

April 7, 1997

SECTION: No. 14, Vol. 53; Pg. 7; ISSN: 0162-914X

IAC-ACC-NO: 19282781

LENGTH: 751 words

HEADLINE: Journeys maps major expansion on teen turf; chain shoe store

BYLINE: Malone, Scott

BODY:
NEW YORK -- After battling back from stagnation in the mid-1990s, Genesco Inc. is ready to grow. Its hopes are pegged on Journeys, its redesigned, hip 118-store chain aimed at the 13- to 22-year-old set.

The Nashville, Tenn.,-based company plans to have 300 reformatted Journeys units in place by 2001, and analysts said they are confident the company will be able to meet that goal. They're now estimating Genesco, which posted income of $ 17.1 million for fiscal 1997, will see 22 percent to 26 percent earnings growth over the next two years.

The merchandise mix found in the new Journeys includes brands like Dr. Martens, Nike, Airwalk, Skechers and Timberland. "We're not a fashion leader," President Craig Michael said. "We provide [for] the needs of people who perceive themselves as fashion-driven." The new format features funky snake-style lights hanging from the ceiling, young salespeople and a pay phone. "Teenagers feel unwanted in a lot of stores they go into," Michael said, so making a youth-friendly store is "a big competitive advantage."

If kids like the store, Michael wants them to tell their friends. To stimulate word-of-mouth sales, Journeys gives away a lot of promotional items, including floppy frisbees and the popular hand-shaped store logo stickers that younger customers frequently stop in to ask for. Michael added that Journeys stores occasionally receive complaints from local movie theaters and other teen hangouts that the stickers are appearing on their walls .

Last year the chain opened 24 stores modeled on the new prototype. This year Journeys has already opened six and plans to have 53 new-format units by the end of the year.

Analysts' confidence is not hurt by the fact that Journeys remains, so far, unique. "There's no other concept out there focusing on footwear for teens," said Allison Malkin of Dillon, Read. Gary Dennis of J.C. Bradford admitted it is "only a matter of time before someone tries to copy it," but pointed out that the chain's momentum, which should push it over the $ 100 million mark this year, will make it difficult for competitors to catch up.

Malkin noted that Journeys' 32 percent comp-store sales growth for the fourth quarter even beat that of

Gadzooks Inc. and Pacific Sunwear of California Inc., two children's apparel retailers that are currently considered hot properties. "It's nice to put them in the same group with those two," she said.

Current earnings estimates for fiscal 1998 range from 82 to 84 cents per share, up from 66 cents in fiscal 1997. For 1999, experts are forecasting estimates of $ 1 or more.

Retailing now makes up a major chunk of Genesco's business -- for the fiscal year ended Feb. 1, the company's $ 283.5 million in retail sales accounted for 61 percent of its total revenue, up from 56 percent the prior year. Retail sales have been growing as a percentage of overall sales for the past few years; however President and CEO Ben Harris said the company is pleased with its current balance between the two.

The company, which reported 14.2 percent growth in sales from ongoing operations in fiscal 1997 after several years of declining net revenue, now wants to maintain a 10 percent to 15 percent annual growth rate, according to James Gulmi, senior vice president and chief financial officer. Genesco also hopes to achieve an operating margin of 8.5 percent to 9.5 percent by 2001, according to Gulmi. In fiscal 1997, operating margin was 5.9 percent, up from 4.9 percent.

While it is focusing on Journeys, the company has not abandoned its other retail concepts. Genesco plans to open eight to 10 Johnston & Murphy stores, and 15 Jarman stores this year. Johnston & Murphy, which currently numbers 119 units, offers primarily private-label men's dress shoes, and Jarman, which has also been updated in format, focuses on mid-market men's product at its 143 stores.

Genesco also sees potential in its licensed **Nautica** and Dockers footwear lines. Analysts estimate that lifestyle brands **Nautica,** Tommy Hilfiger and Polo could command up to $ 600 million to $ 900 million of the athletic market.

As far as maintaining Journeys' aggressive growth plans, Dillon, Read's Malkin said she was confident the company would be able to keep up. She said that generally the biggest problem a chain faces in rapid expansion is getting enough product. Based on its track record, she said Genesco, which is the No. 1 or 2 account for most of its suppliers, had few worries.

GRAPHIC: Illustration; Photograph

IAC-CREATE-DATE: April 16, 1997

LOAD-DATE: April 17, 1997

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Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:25 AM EDT

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BON-TON ADDING IN-STORE BOUTIQUES FOR POLO SPORTSWEAR Buffalo News (New York) April 8, 1997, Tuesday, CITY EDITION

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Buffalo News (New York)

April 8, 1997, Tuesday, CITY EDITION

SECTION: BUSINESS, Pg. 3E-

LENGTH: 749 words

HEADLINE: BON-TON ADDING IN-STORE BOUTIQUES FOR POLO SPORTSWEAR

BYLINE: SHARON LINSTEDT; News Business Reporter

BODY:
The Bon-Ton Stores Inc. is adding Polo by Ralph Lauren in-store boutiques to three of its Buffalo-area department stores.

The York, Pa.-based chain has started construction of the upscale sportswear departments at its Walden Galleria, McKinley and Eastern Hills malls stores, with completion expected in early May.

The boutiques, which will be done in Ralph Lauren's trademark natural wood and hunter green decor, will range in size from 600 to 750 square feet.

Jan Ladnier, Bon-Ton's senior vice president of marketing and corporate communications, said the Polo shops will carry the full line of Ralph Lauren sportswear.

"We'll have the entire collection of this sportswear-driven line," Ms. Ladnier said. "It's a nice added dimension for the men's apparel side. It's definitely a solid drawing card for the department."

The Polo by Ralph Lauren line will constitute a new top rung for Bon-Ton's local men's fashion ladder, fitting in with the department store's stated goal of improving its merchandise mix by adding so-called "better" or "bridge" products to its offerings.

"It's part of the direction we're going," Ms. Ladnier said. "One of the things we're working on is to bring in the better, while maintaining our moderate product base."

The Bon-Ton will face direct competition from Kaufmann's, which already carries the Polo line, along with the very popular **Nautica** and Tommy Hilfiger men's collections. Those three lines are considered the hottest men's clothing lines at the moment.

Ironically, as Bon-Ton spends $ 600,000-plus to create the three new Polo shops to improve its appeal to male customers, it has discontinued three upscale women's lines that had been characterized as part of that same effort.

Ralph Lauren's Lauren and Tommy Hilfiger's Tommy women's apparel lines, which made their debut in local Bon-Ton stores last year, have been pulled. Ms. Ladnier said the Buffalo consumer didn't embrace those more expensive lines.

"For whatever reason, the customer didn't vote for those lines and so we are taking them out," she said. "We're constantly testing merchandise, so I'm sure we'll hit on something that's more appropriate for this market."

Kaufmann's, a key Bon-Ton competitor, now carries both the Lauren and Tommy lines at its four local stores.

The European-designed, Canadian-distributed Olsen line also has disappeared from the Bon-Ton. A corporate decision at Olsen to end its U.S. retail presence is behind that change, according to the Bon-Ton spokeswoman.

The fashion-forward collection made its debut under the auspices of the former Adam, Meldrum & Anderson Co., and Bon-Ton had made moves to expand the leased boutique to several of its stores.

Arun K. Jain, a marketing professor at the University at Buffalo, questions the ultimate benefit of Bon-Ton's decision to add the Polo line, knowing similar women's collections failed to win customer support.

"Having the full Polo collection might give them a little clout; maybe they can steal a few Kaufmann's customers," Jain said. "But it's more likely they'll just confuse their shoppers. I think they are sending out very contradictory messages about who they are."

Jain said local shoppers are regularly bombarded with Bon-Ton ads that portray the department store chain as a "fashion store," yet the company's merchandise mainstays are moderately priced, quality goods.

"I'm simply baffled by their strategy," Jain said. "I think they are having difficulty positioning themselves in this market. They want to be J.C. Penney and Kaufmann's, and they miss both groups of customers as a result."

Since buying the local AM&A's chain in mid-1994, the Bon-Ton has made no secret of its problems in giving Western New Yorkers what they want. Several times in releasing quarterly earnings reports, Bon-Ton executives have remarked on poor sales at the nine area stores. In recent months, while Bon-Ton's overall sales picture has brightened, local retail observers have said stores here are lagging markedly behind. The Bon-Ton has declined to comment specifically on local sales results since mid-1996.

A local shopper preference survey released in March 1996 by Michigan-based Market Opinion Research found J.C. Penney Co. is the Buffalo/Niagara Falls market's most popular department store, followed by Sears, Roebuck and Co. and Kaufmann's Department Stores. Bon-Ton, which has twice as many local stores as Kaufmann's, came in fourth in that survey.

LOAD-DATE: April 10, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Tuesday, June 20, 2006 - 11:24 AM EDT

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FASHION WEEK Pinstripes carry the runways of fashion Designers' fortunes rise, fall as Wall Street holds firm Milwaukee Journal Sentinel (Wisconsin) April 9, 1997 Wednesday

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Milwaukee Journal Sentinel (Wisconsin)

April 9, 1997 Wednesday Final

SECTION: News Pg. B

LENGTH: 764 words

HEADLINE: FASHION WEEK
Pinstripes carry the runways of fashion
Designers' fortunes rise, fall as Wall Street holds firm

BYLINE: CATHERINE FITZPATRICK

SOURCE: Journal Sentinel staff

DATELINE: New York

BODY:
The world's most powerful pinstripe suits do not strut the catwalks just off Seventh Avenue.

They stride the granite canyons of Wall Street.

In the turbulent fashion trade, where one man's rags are another man's riches, astronomical fortunes can ebb and flow at the drop of a hat. And the bottom line is scrutinized for attributes wholly unrelated to anatomy.

Yes, the underpinning of the Garment District is the Financial District. And the only constant is flux.

Take Patrick Robinson. A couple of seasons ago, 1,200 spectators were gazing at a Bryant Park runway filled with his latest creations as head designer at Anne Klein. A day or two later, as Robinson basked on a Caribbean beach, the pinstripe suits at Anne Klein dumped him as chief designer. Just like that.

Now Robinson's back. Earlier this week he showed a fall collection under his own name, not at a glitzy venue in midtown Manhattan but down near Bowery and Lafayette, on the fringes of the East Village. And guess what? His buttery alpaca coats and creamy cashmere sweaters drew nice reviews.

Then there's the Camelot story of Narciso Rodriguez. A few years ago he was toiling in obscurity at Calvin Klein. He quit. Took a job as a designer at Cerruti, an established Italian design house. Unto him came Carolyn Bessette, in need of a wedding gown for her nuptials to the handsome son of a U.S. president. Bingo, instant fame. Could fortune be far behind?

Red-hot Rodriguez, 35, is now known far and wide as the genius of sexy '90s minimalism. Last month, he "failed to come to terms on a new contract" with Cerruti and decamped.

In 1967, Ralph Lauren launched his business with a $50,000 loan (a shoestring by today's standards). Today, Lauren's retail sales reportedly top $4 billion a year, and speculation is rampant the supernova

designer will take his firm public.

St. John knits, Tommy Hilfiger and **Nautica** have been big gainers on Wall Street. But Donna Karan's stock opened at $24 a share last summer and quickly faded. Who would've thought?

Last month, several of Italy's biggest banks dispatched reps to Milan's hip runway shows. Their mission: check out the babes (magnifico!), check out the styles (big shoulders, little skirts), and report back on the financial repercussions.

The Italian bean-counters dressed suitably for the occasion . . . in pinstripe suits.

* * *

Linda Allard opened her Ellen Tracy show Tuesday with menswear for the executive woman.

There were broad-shouldered navy melton officer's coats and chalk stripe suits; charcoal cashmere cowl-neck sweaters over pinstripe slit skirts; a cropped pea jacket in absinthe plaid; a bit of burgundy leather; and, for fun, a sweeping faux sable coat.

Women do not look to Ellen Tracy to break new ground. What they expect, and get, is consistently smart, wearable, well-made clothing.

* * *

Mark Badgley and James Mischka worked their magic once again, draping slender evening columns of smoky metallic lace, black georgette with jet bead patterns and sinuous platinum velvet on the most sought-after women alive: Claudia Schiffer, Stella Tennant and Niki Taylor.

Many a deb splurges on a Badgley Mischka gown for her bow at the cotillion . . . and dreams of donning one for a lost weekend in the French Quarter.

* * *

With Linda Evangelista and Naomi Campbell on the runway, Todd Oldham delivered a bravura show, sending out a parade of such outrageously creative costumes and spectacularly spangled gowns they will grace many a magazine cover in the months to come.

The laundry list of stars and quasi-stars included Cyndi Lauper (with green hair), Susan Sarandon and Tim Robbins (with junior-high daughter) and Mellow R&B singer Maxwell (with dreadlocks so wide they likely resulted in obtructed-view seating for those behind him.)

* * *

Cynthia Steffe hit many of the emerging fall trends modern minimalism, neutral and earthy tones, leather, crochet and sheer with her perforated suede pieces and wispy cheetah prints the most memorable.

And Pam McMahon (that would be Ed's wife) showed her premier collection under the Seventh on Sixth aegis. Pam's ensembles and evening gowns are more reflective of her lifestyle than the average Milwaukee matron's, but they featured fine workmanship, sumptuous fabrics and unusual buttons.

Watch for them at select Nieman Marcus stores, retailing from $1,500 to $4,500 for a suit.

Over iced cappuccino, Ed revealed he's exploited his new at-home in-house designer situation: "She made my tux for the Oscars this year."

GRAPHIC: Photo color 1

SARAH TEWS
STAFF PHOTOGRAPHER

Jeweled evening gowns are a staple of the Badgley Mischka fall line. Models showing off the magic of designers Mark Badgley and James Mischka included Claudia Schiffer, Stella Tennant and Niki Taylor. Photo color 2

Ellen Tracy's fall collection includes tailored and double-breasted pinstripes suits. Photo color 3

A full-length faux fur coat over olive slacks and top are part of the Ellen Tracy fall collection.

LOAD-DATE: April 10, 1997

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Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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For AIDS Housing;Quality Where It Counts The New York Times April 10, 1997, Thursday, Late Edition - Final

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April 10, 1997, Thursday, Late Edition - Final

SECTION: Section C; Page 1; Column 2; Home Desk

LENGTH: 1554 words

HEADLINE: For AIDS Housing;
Quality Where It Counts

BYLINE: By JULIE V. IOVINE

BODY:
IT was a typical scene in Alphabet City, on Ninth Street between Avenues C and D: squatters sat playing guitars on the steps of an abandoned tenement house, and some teen-agers with a ball headed off to a basketball court.

But Sterling Smith, 45, burst into tears as he surveyed the street from a new and unaccustomed vantage point -- the window of a studio apartment that will soon be his.

Mr. Smith, who has AIDS and has been homeless since 1985, is now set to be the first resident of a housing experiment developed by Housing Works, the nonprofit organization serving the medical, psychological and housing needs of homeless people with AIDS.

The 400-square-foot studio is one of 36 in a recently completed six-story red brick structure at 741-749 East Ninth Street that is neither hospice nor nursing home but something new: a daytime treatment center with fully furnished efficiency apartments that offer round-the-clock supervision, along with medical care if necessary. It will be home to Housing Works clients who are not self-sufficient enough for the kind of "scattered site" independent apartments that the agency usually favors for the people it serves. And considered almost as radical as the needle-exchange program that will be part of the treatment center's services on the first and second floors is Housing Works' determination to make these apartments homes of the highest standards.

"It's taken seven years of battle waged against every level of government to see this project through," said Keith Cylar, an executive director of Housing Works, adding that he is all too aware that even including something as basic as private bathrooms for each unit "goes against the grain of what many in the world think homeless people deserve."

"This isn't going to be just a building but a statement of principle about every individual's right to dignity," Mr. Cylar said.

The architect is Alan Wanzenberg, of the New York firm of Johnson/Wanzenberg, whose usual clients are more likely to have several houses than to have none. His partner in the project, Jed Johnson, who died in the crash last July of Trans World Airlines Flight 800, designed the interiors.

"In the early 90's, when we first formulated plans for this building, the city's standards for shelters were a cot and a locker separated by three feet from the next cot and locker," Eric Sawyer, a founder and board member of Housing Works, said. "We developed with our clients a standard for quality that we ourselves would be comfortable living with."

A month of prodding by Lonni Tanner, the director of special projects at the Robin Hood philanthropic foundation in New York, secured donations for each apartment, including microwaves from Samsung, lamps from Ethan Allen and comforters from Ralph Lauren. And **Nautica** provided 36 bathrobes.

The design community also rallied large companies to furnish the public spaces: Smith & Hawken contributed teak garden chairs; Brunschwig & Fils, the fabric house, donated material to cover sofas and chairs, and both Steelcase and Crate and Barrel sent furniture.

Patrick McGovern, the chief operating officer of Housing Works, acknowledges that the emphasis on quality rather than quantity at a time of government cutbacks and the sweeping welfare reforms might look like a case of Cadillac services for too few people.

But he argues that the per-unit building cost of approximately $128,000 (including land purchase) is within 15 percent of the norm for housing built on city land. And he says the difference is well worth it.

"If you maximize the number of units and take a warehousing approach, especially with people who are struggling with AIDS, and sometimes mental illness and substance abuse as well," he said, "a building becomes impossible to manage without inviting drug dealing, crime and other problems."

The $5.5 million construction cost for both the day-treatment and residential parts of the center was provided by a mixture of Federal, city and state grants and New York State Dormitory Authority bonds.

The opening fund-raiser party is scheduled for Monday. Even though the units are now in move-in condition, occupancy is not expected until early June, largely because of delays in negotiations with the city's Division of AIDS Services, which must formally agree to a contract with Housing Works to provide residential services to the homeless.

Housing Works is also a little more than halfway through construction on a second center with apartments and day treatment on the corner of Pitkin and Fountain Avenues in Brooklyn, a joint project with the East New York Urban Youth Corps.

As part of its mission to support people with AIDS, Housing Works is willing to house a segment of the population of AIDS patients that is routinely rejected by most other housing providers in the city -- 50 percent of its clients are drug users. While people receiving the support of Housing Works are given every inducement to stop taking drugs, they are not expelled from the program if they have a relapse.

"Housing Works takes a cutting-edge approach to a most difficult and problematic sub-population," said Mary Brosnahan, the executive director of the Coalition for the Homeless. "Housing Works doesn't just look at the problem, it dives in. There's a lot riding on the success of this project vis-a-vis the larger social contract."

Claire Haaga, the president of Housing and Services Inc., a nonprofit organization that helps communities provide low-cost housing with services, including homes for people with special needs, said: "We provide the most comfortable settings we can because we realize that esthetics make a difference. But if it is a question of limited resources, we would rather serve more people than less."

The difference between the building on East Ninth Street and most social-service institutions is evident from the entrance. A sun-filled, double-height atrium greets people entering the new 33,458-square-foot building. The tall windows on the front are gently angled in bays to make space for window seats with street views. The main staircase, with its black metal railing and green teak panels, is open and airy,

almost theatrical.

Scattered tiles of terra-cotta red, art-pottery green and beige are far removed from the Pepto-Bismol pink and post-modern turquoise palette favored by many institutions. The main reception desk is teak. A dining room, lounge, smoking room and patio garden fill one wing on the ground floor, and for the other wing, there are plans for a restaurant that would take food stamps. Rooms for treatments, meetings and consultations are on the second floor.

"A lot of people thought we'd fall by the wayside and never complete it," said Mr. Wanzenberg, the architect, who has spent seven years working on the building. "In a funny way, it was a trip to India that Jed and I took in '91 that gave us the determination to see it through. There's such staggering poverty in India, and at the same time such incredible humanity and grace. I'd rather be homeless there than here."

The designers had a lot to learn about the special considerations of accommodating people with AIDS. Rooms for initial interviews had to be placed as close to the entrance as possible, so that people who may have tuberculosis will be kept away from residents, for whom exposure could be fatal; each residential floor needed a room where family members could stay during the last stages of the disease.

For Mr. Wanzenberg, the learning curve was steep and sometimes circuitous. His initial impulse to stick to the muted palettes that characterize many of his residential projects didn't seem quite right once he learned that many of the clients were men from Latin American countries, where bright colors are more the norm for interiors. But when he was gently reminded that the clients of Housing Works were patients first, some of them on 15 medications a day, he toned down his palette and his use of patterns.

Because aggressive security devices go against Housing Works philosophy, the design itself had to establish clear sightlines, so that staff members can keep an eye on clients and visitors without being too intrusive. "There will be no big boxes going out of here without being checked," Mr. Cylar said.

Throughout the building, furniture had to be as lightweight as possible, so that frail people would be able to move it about.

A room set aside only for eating would generally be considered an unthinkable luxury at other projects, where all the rooms tend to be multipurpose. But a separate dining room for residents as well as day patients, said Charles King, a Housing Works co-executive director, was a "necessary luxury, because people shouldn't have to share their meals in the same space where they have just spent time sharing their darkest fears and anxieties."

When Mr. Cylar of Housing Works took some of his clients to see their future homes, Mr. Smith went into his kitchenette and delivered an impulsive kiss to the mini-refrigerator. Another client, a woman who will soon be moving in, said she knew many others who hoped to have a chance to get one these apartments.

"I've lived in 18 different places, and they all reminded me of jail," she said. "Here, it feels like life, not death."

GRAPHIC: Photos: At Housing Works Above, Alan Wanzenberg, the architect, in the East Village center. Below, Sterling Smith (right), a future resident, with Keith Cylar, an executive director. (Photographs by Ozier Muhammad/The New York Times) (pg. C1); Left, the lobby of the day-treatment center and residence has grace and some grandeur, not an institutional feel. Below, Smith & Hawken garden furniture warms a ground-floor lounge. Keith Cylar (center) of Housing Works leads a tour of apartments with two board members, Eric Sawyer (right) and Pamela Brier (background), and two future residents. Sterling Smith (left) checks out the kitchen in his future Housing Works apartment. (Photographs by Ozier Muhammad/The New York Times) (pg. C6)

LOAD-DATE: April 10, 1997

Nautica earnings gain 35%; women's business 'just OK.' Nautica Enterprises Inc., fourth quarter 1996
WWD April 17, 1997

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WWD

April 17, 1997

SECTION: No. 74, Vol. 173; Pg. 14; ISSN: 0149-5380

IAC-ACC-NO: 19323417

LENGTH: 543 words

HEADLINE: **Nautica** earnings gain 35%; women's business 'just OK.' **Nautica** Enterprises Inc., fourth quarter 1996

BODY:
NEW YORK -- **Nautica's** licensed women's line may not be an unqualified smash, but the company has little else to complain about.

Profits at **Nautica** Enterprises Inc. grew 35 percent in the fourth quarter ended Feb. 28 to $ 11.3 million, or 26 cents a share, from $ 8.4 million, or 20 cents, a year ago.

Per share figures have been adjusted to reflect a 2-for-1 stock split in the form of a 100 percent stock dividend issued on May 28.

Sales in the latest quarter rose 30 percent to $ 90.5 million from $ 69.7 million.

According to executives in a quarterly conference call with analysts, licensing royalties grew in the quarter, with particular strength in boys' wear, fragrances, footwear and international business.

Its women's business, licensed by Bernard Chaus Inc., however, remains a bit choppy. Harvey Sanders, chairman and chief executive officer, said during the call that the response to the latest women's wear has been good, but he added, "Business is just OK right now. The execution at the retail level, in terms of the in-store shops and the matrix of product in the stores, has to be improved."

Sanders said that overall bookings are up 25 percent for fall, with sportswear looking "very, very strong."

In the full year, profits jumped 38 percent to $ 44 million, or $ 1.02, from $ 32 million, or 75 cents. Sales grew 28 percent to $ 386.6 million from $ 302.5 million.

Gross margins grew to 46.8 percent of sales in the quarter from 45.3 percent. Selling, general and administrative expenses as a percentage of sales increased to 29.9 percent from 29.4 percent, reflecting increased marketing and retail development costs. Inventories at that quarter's end were up 13 percent to $ 61.3 million against $ 54.2 million, and the company's cash balance rose to $ 71.9 million from $ 61 million. Receivables were up to $ 60.6 million from $ 45.7 million.

Sanders said the company plans to open 150 in-store shops in fiscal 1998 and 90 to 125 in-store shop expansions. The firm has 60 Competition in-store shops open, with plans for 120 to 130 shops by the end of calendar 1997.

Nautica has 1,072 in-store shops in major department store chains.

Nautica opened two outlet stores this year raising the total to 51. Another six to eight outlets are scheduled to open by yearend. Sanders noted that the outlet stores had a "good quarter" with same-store sales up but "not as substantially as in the past." He blamed a tough retail climate since the start of the year and colder than normal weather in the Northeast.

"The summer period is when the outlet stores have their best quarters," he added. Sanders noted that the company added two stores in 1996 and said the two stores opened this year are doing well.

In response to an analyst's question on the possibility of opening another flagship, Sanders said the company is "always looking."

"Today the rents are a little high for us," he said, referring to prime locations such as Madison Avenue and Fifth Avenue. The company's only flagship is at 70th Street and Columbus Avenue here.

The firm recently announced that it signed 1997 NBA All-Star Game MVP Glen Rice as a spokesman for its Competition line of performance athletic apparel and footwear brand.

IAC-CREATE-DATE: April 25, 1997

LOAD-DATE: April 26, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:22 AM EDT

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Sponsors buzz for Rice Shooting star becoming hot commodity Business Journal-Charlotte April 21, 1997

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Business Dateline;
Business Journal-Charlotte

April 21, 1997

SECTION: Vol 12; No 2; pg 1

LENGTH: 1844 words

HEADLINE: Sponsors buzz for Rice Shooting star becoming hot commodity

BYLINE: Erik Spanberg

DATELINE: Charlotte; NC; US; South Atlantic

BODY:
Charlotte Hornets superstar Glen Rice hopes he can shine on national TV in the playoffs this month and become an MVP: Most Valuable Pitchman.

Rice, who joined the team last season, has blossomed into one of the NBA's best players, with a top five scoring average, league-best 3-point accuracy and All-Star game Most Valuable Player award.

Now Rice and his high-powered agents hope to turn long-range swishes into bank shots, supplementing his $ 4 million annual salary with a range of local and national endorsements that could boost his income 25%, or as much as $ 1 million, yearly.

The boldest - and most lucrative - deal begins this month when Rice starts wearing basketball shoes made by **Nautica** Competition Inc. The 29-year-old small forward signed a three-year pact with the company as its sole spokesman earlier this month. Industry experts estimate the deal is worth $ 100,000 to $ 500,000 annually.

Future possibilities include everything from a deal with McDonald's Corp. to shooting videos to a rice food tie-in product.

But the **Nautica** deal is the foundation for expanding Rice's reach into the corporate world.

"This is an example of how Glen can dramatically increase his visibility because of his All-Star game MVP and the great season he's having," says David Falk, Rice's lead agent and chairman of Washington-based Falk Associate Management Enterprises, whose clients include Michael Jordan. "This is a product that's tailor-made for him."

Rice says he likes the deal because it incorporates a product with a sense of fashion as well as quality athletic apparel. "The main thing that sold me is that it's a first-class organization," he says. "What I'm going to do is go out and try to help build on the great reputation they already have. It's a great opportunity."

Nautica Chairman Harvey Sanders says the company chose Rice because he is an experienced player with

a proven track record. "So many companies have these rookies who haven't done anything yet, and we wanted to avoid that. Glen is a class guy and a great player. We wanted a good citizen representing us."

Nautica will debut its first retail basketball shoe next month. Rice played a large role in its design, and will wear it throughout the playoffs. The company will spotlight Rice in its fall print advertising campaign, which will appear in GQ, Esquire and Sports Illustrated.

Quality, not quantity

Industry experts say the deal is a shrewd one because Rice will be identified so closely with **Nautica.** If he had signed with Reebok or Nike, Rice likely would have been overshadowed by other players who work with those companies.

Winning the All-Star MVP gave Rice his biggest national exposure since playing on the national championship team at the University of Michigan in 1989, but many sports marketers believe his playoff performance later this month will largely determine his endorsement opportunities.

"The playoffs are important because that's a time when you can really get some nationwide exposure," says Bob Williams, president at Chicago-based Burns Sports Celebrity Service Inc. "This is a chance for him to stand out because the Hornets haven't been on national TV a lot. He can make a big impression if he plays well."

Max Muhleman, a local sports marketer who helped bring the Hornets franchise here, says Rice's seven 40-point performances this season have helped spread his name nationally. "You have all those national wire stories in every newspaper that start out with, 'Glen Rice led the Hornets with 40 points...' That has an effect as it keeps happening."

Although Muhleman says many people overestimate the value of endorsement deals, he says Rice has appeal because of his high scoring average. "He's not a singles hitter; he shoots these long shots and that's got a glamorous appeal. He represents coming through in the clutch, and he's got a clean reputation."

Rice, who is signed with the Hornets through 2000, will likely become more focal in the Hornets' marketing plans next season. The team emphasized new coach Dave Cowens and its Hard Ball slogan this year.

"He's a good-looking guy and a very high-quality person," says Tom Ward, Hornets marketing director. "Glen has had a meteoric rise this season, and interest has surged. He will be a big part of our marketing next year."

Big hive, a small market

Earlier this month, Rice spent four hours of an off day filming a public service announcement for the NBA aimed at preventing child abuse. It will air during national broadcasts of upcoming playoff games.

Ward says the PSA and other deals are evidence that a player can successfully market himself despite playing in a smaller media market. Says Muhleman: "In some ways it's an advantage because there are fewer entertainment distractions; the focus is on the team."

Former Hornets star Alonzo Mourning, also a Falk client, questioned whether Charlotte offered players enough endorsement opportunities compared to larger NBA markets. Ironically, Mourning was part of the trade that brought Rice here.

Local endorsements may play a vital role in how long Rice stays. "His longevity there depends in part on the acceptance of the Charlotte business community," Falk says. "It's not just what George Shinn pays him, it's also what opportunities he has locally. That figures into where he decides to play."

Brian Murphy, publisher of national trade publication The Sports Marketing Letter, says it's difficult for

players other than Michael Jordan, Shaquille O'Neal and Grant Hill to break through on a national level for endorsements. "Everyone else has to have two career years to get some of those national deals. Glen is off to a good start, but he has to keep it up. Look at Hakeem Olajuwon - he had to win two championships before the offers really poured in."

If that's the case, Rice and his agents remain undaunted.

With the **Nautica** deal secured, Falk and associate agent Jeffrey Wechsler are carefully crafting marketing strategies to ensure Rice lands a healthy mix of local and national endorsement deals. Among the proposals:

* Prepaid calling cards or TV commercials with a long-distance telecommunications company. "Glen stands for long-distance excellence, so we think that's a nice fit," Falk says. AT&T Corp., an NBA sponsor, is an obvious candidate. Rice teammate Muggsy Bogues endorsed AT&T two years ago, but now works with BellSouth Corp.

* An endorsement with NBA and local Hornets sponsor McDonald's. Falk says discussions are ongoing.

* A food product incorporating rice in its name, such as Uncle Ben's. The name tie-in is an obvious link, sports marketers say.

* Signing an endorsement deal with an ankle brace company for a retail brand. Rice always wears ankle-braces on the court.

* Basketball shooting-technique home videos. Rice is among the league's most accurate shooters, hitting 48% of field goals and 86% of free throws.

* An Internet site designed by an undisclosed company.

Already a local player

In the Charlotte area, he has lined up deals with Bell Atlantic/Nynex Mobile, Coca-Cola Bottling Co. Consolidated , Harris Teeter Inc. and WSOC-FM. The radio deal with WSOC, which includes a twice-weekly call-in segment hosted by Rice, is sponsored by local car dealer Diamond Chevrolet. A Charlotte summer basketball camp is a likely possibility.

"I'm getting a lot of offers, and it's to my advantage to look at each one," Rice says. "But it can't take away from my game. I think it's easier to handle because I've been in the league a long time."

Falk emphasizes quality over quantity. "A problem I see with a lot of players is they do too much, and it becomes dilutive. You have to be careful."

Rice will also benefit from his winning smile, light humor and articulate manner, observers say. But one thing he won't do is be presented as a larger-than-life caricature.

"Trying to create images for players is a pitfall," Falk says. "Look what we did with Michael - we projected his image, and it worked beautifully. But we didn't create it, his parents did."

A frequently cited example of Rice's sincerity is the open letter he wrote to Miami Heat fans soon after being traded to the Hornets in November 1995. In the letter, Rice thanked local fans and told them he was proud to have represented their city.

On another occasion, Rice visited Warner Bros. employees while on a trip to Los Angeles - without prompting. The visit came long after Rice had inked a deal to endorse Warner Bros. athletic apparel.

"That's something a lot of guys would never have thought to do," Wechsler says.

But business is business: Rice has left Warner Bros. to start the **Nautica** deal.

Later this month, Bell Atlantic/ Nynex will begin a print campaign featuring Rice as pitchman for its Digital Choice cellular phone service. The company will add a TV campaign in the fall. Bell Atlantic is targeting a primarily male audience that will pay the price for the latest technology, which makes a burgeoning media star such as Rice the perfect pitchman, says Tim Butler, Bell Atlantic/Nynex Southeast region marketing director. "He reaches that audience."

Peter Roth, Harris Teeter marketing manager, says a company promotion centered on a giveaway trip to Jamaica with Rice is among its most successful. The campaign included Coke Consolidated, Rice and the Hornets. It was supported by a Rice TV spot and in-store promotional displays featuring Coke and Sprite. "We ran this campaign in about 130 stores, and it gave a large boost to our Coke volume sales," Roth says. "It was very successful."

Roth says the grocery store chain is interested in working with Rice in the future. The TV ad, filmed at the Morrocroft Harris Teeter, went smoothly despite the fact that the shoot ran an hour past schedule. "Glen was very cooperative, and he never complained," he says. "He never even looked at his watch."

Rice also enjoys the benefits of working with Falk, who has turned Jordan into a $ 40 million a year endorsement king. While Jordan is an exception, Falk clients such as Patrick Ewing, Allen Iverson and Juwan Howard have all converted NBA careers into sizable off-court opportunities with Falk's assistance.

"The thing some people worry about with someone like Falk is that they're going to be ignored if they're not a top player," Williams says. "Glen is a top player, and he's getting good representation."

Another Falk client, Hornets teammate Bogues, is among the most successful pitchmen in the league. Sprite, BellSouth and Bojangles' Inc. have all used the 5-foot-3-inch point guard in advertising campaigns during recent seasons.

"Glen has a great personality, and I think companies will relate to him," Bogues says. "They will want to associate with him because of the type player he is and the role model he is. You have to make sure you're on time, you cooperate and you carry yourself well - he does all of that."

GRAPHIC: Photo

UMI-ACC-NO: 9764695

LOAD-DATE: May 15, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:20 AM EDT

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Forecast improves for London Fog; After debt problems, firm has returned to profitability; Company might go public; But recovery has been costly, as plant in Baltimore will close The Sun (Baltimore) April 27, 1997, Sunday,

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The Sun (Baltimore)

April 27, 1997, Sunday, FINAL EDITION

SECTION: BUSINESS, Pg. 1D

LENGTH: 1725 words

HEADLINE: Forecast Improves for London Fog; After debt problems, firm has returned to profitability; Company might go public; But recovery has been costly, as plant in Baltimore will close

BYLINE: Sean Somerville, SUN STAFF

BODY:
When Robert E. Gregory Jr. arrived at London Fog Corp. in early 1995, he found a raincoat company in distress, with a $ 425 million debt, angry retailers and years of turmoil threatening its survival.

Today, Gregory compares himself to a successful emergency room doctor.

"There are three stages," Gregory said. "You stabilize the situation, fix the company and then you try to grow it back to health. We believe we've essentially finished the stabilizing and fixing stages."

The Eldersburg-based company had an operating profit last year of about $ 13 million, compared with a $ 125 million loss the year before Gregory arrived. He's estimating that sales this year could grow 20 percent, to $ 360 million.

Gregory is even talking about taking London Fog public -- until recently a laughable prospect.

"It's been a 180-degree turn," said Mark Millman, head of Millman Search Group, a national retail executive placement firm based in Baltimore. "They've repositioned retail business, stabilized it and brought it back to the basics."

But the ongoing recovery continues to extract a price. Early this month, London Fog said it would close its sole remaining plant, in Baltimore. The shutdown in June will eliminate 281 jobs, sending production to overseas contractors. It will also sever the ties between London Fog and Baltimore, where the company was founded 75 years ago.

"Everybody's going overseas," said Armando Norigenna, 62, a 35-year London Fog veteran who earns $ 7.10 an hour. "There's nothing you can do about it."

London Fog says the closure will save "several million dollars" a year.

Gregory said closing the plant was necessary to save other jobs at London Fog. The company employs about 350 at its Eldersburg headquarters and distribution center and 1,600 worldwide. Gregory predicted employment might soon reach 2,000.

"You make these decisions for 2,000 people, not 200," he said. "People always like to put pictures in the paper. But they never show the people showing up for work elsewhere."

No guarantees

But the closing by no means guarantees London Fog's financial health.

In addition to the usual worries about sunny weather, London Fog has seen its market eroded by a consumer shift to more casual wear, where the London Fog label has little cachet. Today, labels like **Nautica** and Tommy Hilfiger command prominent display space in department stores while the raincoats are relegated to a corner.

London Fog's answer: Create its own range of outerwear marketed under names with broad appeal -- not its own storied raincoat brand.

Earlier this month, London Fog struck a licensing deal with Stride Rite Corp. to produce a line of nylon shells, wind shirts, and pullovers under the Sperry Top-Sider brand name. Gregory promised "lightweight, waterproof, breathable garments" to expand London Fog's position into "activewear and casualwear."

London Fog lacks the money to buy other properties, Gregory said, so it must rely on licensing deals to increase market share. "It's the poor man's acquisition," he said.

The company is also fighting back by selling more merchandise through its own outlet stores and specialty stores -- a strategy that a former top executive says is flawed because it sells the London Fog name short.

History

Founded in 1922 in Baltimore, London Fog was long synonymous with top-line formal raincoats. As the company changed hands over the last decade, it also ran into financial trouble.

Family-owned Londontown was sold for $ 44 million in 1976 to Interco Inc., the St. Louis-based maker of Converse shoes and Ethan Allen furniture. By then, Londontown, which had expanded into men's and women's sportswear, had annual sales of $ 75 million. Threatened by a corporate raid in 1988, Interco sold the company to a group of 40 Londontown managers for $ 178 million.

The managers, including then-president Mark H. Lieberman, insisted they wanted to keep the company in Maryland. But the $ 100 million in debt that funded the leveraged buyout quickly forced layoffs. The debt load grew after Merrill Lynch Capital Partners acquired control for $ 275 million in 1990.

In 1993, Lieberman sold his interest and left the company. Merrill Lynch Capital Partners, still the company's biggest stakeholder, then brought in Arnold P. Cohen from catalog clothing company J. Crew, who in one tumultuous year turned the company, renamed London Fog, upside down.

Cohen closed five factories, including three in Maryland, cleaned house among middle managers and moved the corporate headquarters from Eldersburg to Darien, Conn., near his home.

Under Cohen, the company bought Pacific Trail, a Seattle-based maker of ski jackets and other outerwear, and mounted a push into children's wear and sportswear. But he angered retailers by trying to limit discounts on London Fog coats, and when orders fell, Cohen was ousted in August 1994.

The Northwest Baltimore plant, built in 1989 by the quasi-public Baltimore Economic Development Corp. for $ 3.5 million, escaped closure under an agreement worked out with an interim management team.

The city and state governments offered incentives worth about $ 1.8 million. Workers took a $ 1.25 hourly wage cut -- a decline from about $ 8.15 to $ 6.90. In return, the company invested about $ 1.6 million for improvements and retraining.

When Gregory arrived early in 1995, London Fog had $ 350 million in sales, off 10 percent from 1993. It also had a strangling $ 425 million debt secured by only $ 277 million of property.

Within six months, Gregory returned the company headquarters to Eldersburg and shut down its children's wear and sportswear divisions, part of a shedding that cut sales by $ 75 million, to well below $ 300 million. The mission was to get London Fog and Pacific Trail refocused on making and selling outerwear.

Most importantly, he avoided filing bankruptcy by negotiating a debt restructuring. In the agreement, Merrill Lynch and Chicago-based GKH Partners gave creditor-banks 88 percent of London Fog's preferred stock and 80 percent of its common shares in return for restructuring the debt.

But debt remains a problem. London Fog is making only partial interest payments on the $ 250 million it owes the 25 to 28 institutions that Gregory calls "loaner-owners." In addition, the institutions hold $ 180 million of preferred stock.

"The debt grows steadily, and it is more than the ability of the company to pay," said Gregory, who is again pushing for a restructuring. "We couldn't service the debt if we made $ 50 million."

Turning the corner

Gregory's pitch to loaner-owners: London Fog cut its $ 125 million operating loss to about $ 13 million in Gregory's first year and turned the $ 13 million profit his second year. "At the time the financing was put in place, the company was essentially dead," Gregory said. "But we're not now. We think we've turned the corner."

Sales at London Fog's roughly 120 outlet stores are up by double-digit percentages. That's one reason Gregory thinks the jump from $ 300 million to $ 360 million is a possibility.

"We have 300 products that will be in the fall line," he said. "None of these products are the same as they were three years ago. As a result of that, we're starting to gain back some of the consumer demand that crashed."

Among the new products is a raincoat with a lifetime guarantee. Last year the company re-launched its dormant FOG label, which stands for functional outergear and is aimed at consumers in their 20s.

London Fog is also making lightweight vests, pullovers and windbreakers that it says are doing well. In a departure for London Fog, a lot of the new gear is sold in see-through gift boxes as opposed to the usual hangars.

The company's alliance with Sperry Top-Sider, the creator of the boat shoe, is its latest move toward capturing new markets. The outerwear will be sold in boating retail and department stores.

Gregory said the spring season was outstanding for the Pacific Trail brand and fair for London Fog. The fall lines of both labels have been well received, he said.

"I'm trying to put a plan together to make this a long-term viable company, like it used to be 10 or 20 years ago," he said.

But Howard Davidowitz, a national retail consultant, questions the strength of London Fog's turnaround. "This is not a public company," he said. "What they say is going to be highly suspect. If you look at this company, it's been in a continuous state of turmoil for a very long time. All I can say at this point is, the saga continues."

He said London Fog should be right next to the other hot designers.

"It should be one of the super-brands. They should have added 20 categories. **Nautica** was nothing compared to London Fog 10 years ago," said Davidowitz. "The fact is, London Fog dropped the ball. Now they have to rebuild the company."

Douglas C. Hillman, a former London Fog president who left the company about a year ago because of differences with Gregory over strategy, believes London Fog has too readily conceded the department store market and is relying too much on its own outlets.

Hillman, who estimated the current ratio of sales at department stores and company outlets at 50-50, said sacrificing department stores will ultimately cheapen the London Fog brand name, one of the company's strongest assets.

"I think there's a major swing taking place," Hillman said.

London Fog will say only that a majority of its sales are through traditional department stores and specialty stores. The company also contends that market conditions give it little choice but to distribute outside department stores.

Some major stores, such as Saks Fifth Avenue, don't carry London Fog outerwear. A top official at another major chain said his company's purchases of London Fog products remain flat.

Gregory, an apparel industry "Mr. Fix-It" who has two years remaining on a four-year contract, believes London Fog's best chance is to get it to the point where it can sell stock to the public.

"The best outcome is to continue to grow profitability, restructure the debt and take it public," he said.

Gregory wouldn't hazard a guess for exactly when that would happen but said it's a serious goal: "It needs to be done in the next few years."

Pub Date: 4/27/97

GRAPHIC: PHOTO, ANDRE F. CHUNG : SUN STAFF, Sales increase: Sales at London Fog's roughly 120 outlet stores, such as this one in Eldersburg, are up by double-digit percentages, but department store sales have not kept pace.

LOAD-DATE: May 2, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:19 AM EDT

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ANOTHER GREAT ADVENTURE _ SHOPPING The Record April 27, 1997; SUNDAY; ALL EDITIONS

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The Record

April 27, 1997; SUNDAY; ALL EDITIONS

SECTION: LIFESTYLE; Pg. L02

LENGTH: 918 words

HEADLINE: ANOTHER GREAT ADVENTURE _ SHOPPING

COLUMN: SHOP TALK

BYLINE: JOAN VERDON

BODY:
Arnold Laubich is betting that there are a lot of people who make the trip to Six Flags Great Adventure theme park who would rather shop than drop 200 feet on the Batman roller coaster.

He's talking specifically about the parents who chauffeur their teenagers to the amusement park in Jackson Township, and then spend the rest of the day waiting in the parking lot until its time to go home.

"I've heard of parents who spend the entire day on the macadam pavement of the parking lot while their kids are in the park,"he said.

"Now, they can come here and shop."

Laubich is president of New Plan Realty Trust, the real estate investment company that owns New Jersey's newest outlet shopping center, Six Flags Factory Outlets. New Plan has entered into a cross-promotional arrangement with the owners of the theme park that allows the outlet center to use the Six Flags name and join forces in some marketing and advertising ventures.

The outlet center will be holding grand-opening celebrations over the next three weekends, even though a good number of the stores still aren't open yet. The big-name manufacturers and merchants who are ready for shoppers include **Nautica** (which features the area's first **Nautica** Boys outlet line), Black & Decker, KB Toy Outlet, OshKosh B'Gosh, Bugle Boy, Big Dog Sportswear, Reebok, XOXO, Dress Barn, and London Fog.

Expected to open in the summer are Gap and Gap Kids Outlets and a Calvin Klein store. The center's food court won't be ready for business until after Memorial Day, but until then the food concessionaire will be selling hot food, bagels, snacks, sodas, and coffee out of an outdoor wagon.

Stores began opening for business at the end of March and even without much advertising or publicity the center has already logged 100,000 cars in its parking lot, proving the belief of some developers that"If you build it they will shop."The Tools and More store opened on a Saturday, and the next day was the top-selling store in the national chain, Laubich said.

Thus far, most of the shoppers are coming from nearby, from Jackson and other parts of Monmouth and Ocean counties (although the Donna Karan store did lure one intrepid shopper from Staten Island) but developers expect that to change once the amusement park opens full time on May 7 and the shore season gets into full swing.

The project's first phase, to be in place by the summer, will have 50 merchants. Phase two, to be completed in about a year, will add 30 stores, giving Jackson Township about as many outlet stores as Flemington and Secaucus, with the advantage of having them adjacent to a single parking lot.

Jackson Township Mayor Vicki Rickabaugh winced when asked if her town was poised to become the"Secaucus of the Shore."

"We prefer to think of ourselves as the Gateway to the Shore, she said. She'd like Jackson Township to be known as an entertainment and vacation destination, with a water park and hotels on the drawing board for the future.

Rickabaugh pointed out that Jackson Township is only a 20-minute drive to Point Pleasant Beach and Belmar. She expects the outlet center will be a popular destination for vacationing families on rainy summer days.

Right now, not enough stores are open to make the 90-minute trip worthwhile for North Jersey shoppers (unless they're already planning a trip to Six Flags or a nearby shore point), but the center has won the heart of at least one outlet-savvy shopper: the mayor's mother.

Rickabaugh's mother, Marilyn Kirschner, was thrilled Thursday to find a 50-percent off bargain at London Fog, snaring a $ 68 raincoat, and she bought two three-button shirts at Reebok:"They were one for $ 21, two for $ 30, where are you going to get a shirt for $ 15?"

A new way of serving customers

Bergen Mall shoppers got a surprise if they glanced inside the Gift Gallery store on a recent Friday night.

Inside, among the figurines, collectibles, and glass display cases, some 60 customers were sitting at tables and eating a full-course Chinese dinner.

The Oliveti family, owners of the Gift Gallery, is taking customer service to a new level.

The Chinese dinner was held to celebrate the release and sale of a new $ 325 Swarovski crystal dragon piece. Now, the Olivetis are planning an in-store Italian dinner on May 2 for their customers who collect figurines by sculptor Giuseppe Armani (not to be confused with his very famous distant relative, fashion designer Giorgio Armani).

The Armani dinner is tied to the release of two new Armani sculptures, Marianne and Sabrina (available only to members of the Giuseppe Armani Art Society), both of which sell for $ 275. Avid Armani collectors buy every piece that's released and wait for the Gift Gallery to notify them of the annual Armani event. To say thank you, the Olivetis will serve dinner to anyone who buys Marianne, Sabrina, or makes any other $ 200 Armani purchase.

"We always said that so many of our customers are so nice we'd love to go out to dinner with them,"said Victor Oliveti Jr. "So we decided to have dinner with them in the store." To reserve a place at the table, call the Gift Gallery (845-0940) by Tuesday.

Joan Verdon can be reached by phone at 646-4419, by fax at 646-4047, by mail at The Record, 150 River St., Hackensack, N.J. 07601, or e-mail at verdon AT shopwatch.com.

LOAD-DATE: April 28, 1997

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Date/Time: Tuesday, June 20, 2006 - 11:19 AM EDT

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LJ promises 'to get goofier' The Herald (Rock Hill, S.C.) April 27, 1997 Sunday

Copyright 1997 McClatchy Newspapers Inc.
The Herald (Rock Hill, S.C.)

April 27, 1997 Sunday 1ST EDITION

SECTION: SPORTS; Pg. 5D

LENGTH: 549 words

HEADLINE: LJ promises 'to get goofier'

BYLINE: By Dennis Switzer The Herald

BODY:
NEW YORK - If Charlotte coach Dave Cowens thought Larry Johnson was "goofy" for his chest-puffing, arms-crossing strutting during Game 1, Johnson has news for him.

"Y'all ain't seen nothing yet," Johnson said after a relatively quite offensive game (11 points) and a tough defensive assignment on Glen Rice as the Knicks took Game 2 100-93 on Saturday. "That was nothing. Y'all keep watching. Goofy's going to get goofier."

While Johnson didn't have reason to parade about Saturday, teammate Chris Childs got the New York crowd fired up by doing a Johnson-like arms-crossed strut after hitting a 3-pointer with 2:47 to play.

"He was acting goofy," Johnson said.

Johnson was often animated during his five seasons with the Charlotte Hornets, and said he's been called goofy many times before.

"My mom. But he ain't my mom," Johnson said.

Cowens shrugged off the sensational approach of the papers. The New York Daily News ran: "Goofball: Cowens rips LJ."

"I thought it was funny. I've been in the tabloids before," Cowens said.

Johnson said he didn't know about Cowens' comment, despite it being splashed prominently in the New York City tabloid papers. He said his wife read him the story when he called her after Thursday's game.

But obviously, Johnson knew about the comments before Saturday's game. After Johnson scored a fast-break layup to give the Knicks a 43-36 lead with 3:53 left in the second quarter, he walked past the Hornets bench and shouted an obscenity towards Cowens.

"I didn't say anything to that bum," Johnson said. Turnover time

Veteran Tony Smith came in for rookie Tony Delk at point guard with 9:55 to play and the game tied at 83 and promptly turned the ball over three consecutive times.

The first time, he dribbled the ball off his foot near midcourt, and when Anthony Mason tried to pick it up,

Mason was called for an over-and-back violation.

Cowens yanked Smith out after two and a half minutes, and Delk finished the game.

"I thought it was just a fluke, the mistakes," Smith said. "I wouldn't say that that's the reason for us losing the game. There were 45 other minutes in the game. That was really minuscule." By the numbers

Without Bogues, the Hornets had just 10 assists. Their season-low during the regular season was 14 Charlotte's 12-point fourth quarter was an all-time playoff low for the Hornets, three points less than they scored in the fourth quarter against the Knicks in Game 1 of their 1993 second-round series Rice's 39 points was a Hornets' playoff high, topping Alonzo Mourning's 34 points in a double-overtime win over the Knicks in Game 3 of the '93 series Delk played 41 minutes. The most he played during the regular season was 35 minutes Rice played the entire 48 minutes. New shoes

Rice is sporting new shoes as the new national representative for **Nautica,** endorsing a shoe called **Nautica** Competition.

He switched to the new shoe for the last two regular-season games. Rice said he is the only player in the NBA wearing the new line of shoes. Star watching

Several celebrities were in attendance for Saturday's game. Along with Knicks faithful Spike Lee sitting in his courtside seat, Diana Ross, Tom Brokaw, Woody Allen and Rosie O'Donnell were also on hand.

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Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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READY, SET-- ACTION! Columbus Dispatch (Ohio) April 29, 1997, Tuesday

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Columbus Dispatch (Ohio)

April 29, 1997, Tuesday

SECTION: FEATURES ACCENT & ENTERTAINMENT, Pg. 1B

LENGTH: 400 words

HEADLINE: READY, SET-- ACTION!

BYLINE: From staff and wire reports

BODY:
Whether they're skateboarding or in-line skating, teen-agers and young adults are ready to roll this spring in styles inspired by an evolving interest in fast-action sports.

Young men's fashion has moved on from the laid-back grunge look of the early '90s to bright colors, bold stripes and expressive detailing.

"The trends that seemed so shocking and far-out last year have been translated to fun, hip and wearable looks for young men this spring," said Fran Yoshioka, fashion and design director for Sears.

"The bright oranges, lime greens and fluorescent yellows are captured in textures and details inspired by action and movement. Ribbed knits, retro logos and loose-fitting board shorts meet the strong demand of teens for apparel that combines both style and movability."

Young adults like these active looks because they're neither too dressy nor too grungy.

Tommy Hilfiger's spring athletic group interlaces the red, white and blue of the Hilfiger flag logo throughout the line. Gym bags and baseball caps with terry lining are two of the sports-oriented accessories that round out Hilfiger's spring collection.

Along with other designers this spring, **Nautica's** David Chu explores the relationship among high-performance design, classic sportswear and tailored clothing.

"Technology has transformed sports apparel," Chu said. "Today's athlete wants everything in his sports gear to enhance his athletic performance, and that includes his clothes."

In his competition collection, Chu pushes the technical limits. There are cross-training tights, hooded shells, jackets and vests in micropolyillumi NITE, and breathable, water-resistant nylon Taslan.

The **Nautica** cycling jacket has tricot at the cuffs, waistband and collar to prevent chafing. Side zippers allow for easy removal during competition. Sleeves are pitched forward and engineered to fit cyclist's bent-over posture.

New to **Nautica** Competition this season is the wind shirt in a lightweight version of **Nautica's** Nautex fabric, offering wind and water protection for warm-weather sports.

Designer Ralph Lauren's Surplus group offers military-inspired styles. Bottoms range from heavy-duty canvas cargo pants to ripstop nylon shorts with pockets to hold gear. The collection includes fitted long- and short-sleeve nylon/Lycra crew necks with logo screen prints and lightweight nylon outerwear pieces.

GRAPHIC: Photo, Polo Sport by Ralph Lauren, Zip-neck polyester cycling shirt, stretch nylon jacket and poly-Lycra zip-ankle racing pants., Please see ACTION Page 2B, Above: Nylon Tactel-Spandex hooded cycling vests and zippered ankle cuffs. Right: Zip-front vest and swim trunks, both in nylon., Sears, Right: Retro-striped knits by Rigolleto are worn with oversized corduroy shorts, left, and denim shorts, right, from the Boca Blue collection., **Nautica,** Above: Ripstop nylon backpack has a reflective safety stripe.

LOAD-DATE: April 30, 1997

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Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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Separating Dungarees From Pedigrees DNR April 30, 1997

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DNR

April 30, 1997

SECTION: Vol. 27, No. 52; Pg. 1; ISSN: 1092-5511

RDS-ACC-NO: 995136

LENGTH: 1733 words

HEADLINE: Separating Dungarees From Pedigrees

HIGHLIGHT:
Designers find success in licensing jeans without hurting their core sportswear business

BODY:
Designers are finding success in licensing their jeans lines to manufacturers without cannibalizing their core sportswear business. This concern is what led Donna Karan International (DKI) to end its licensing agreement with Designer Holdings, which had been manufacturing DKNY Jeanswear. DKI feared that licensing too many products to Designer Holdings would have eroded its core DKNY men's and women's businesses. But despite the risks, major designers are eager to launch jeanswear lines, which generate big numbers. Tommy Hilfiger has projected Tommy Jeans to generate about $125 mil in their first year. Polo Jeans Co is projecting sales of $300 mil in three years. **Nautica** Marine Denim Co is expected to generate volume of between $50 mil and $100 mil in three to five years. Sales of CK jeans rose 29.1% in 1996 to $193.2 mil, according to Desginer Holdings 10K. Typically, designer's jeanswear lines have their own team of designers, helping to separate them from sportswear. Polo Jeans Co has its own logoing, packaging and hangtags to differentiate it from Ralph Lauren sportswear.

Designers build denim collections without cannibalizing sportswear

BY RACHEL SPEVACK

It's no secret that designers can earn big bucks by licensing their names out to jeanswear companies for denim-based jeans collections.

Calvin Klein Inc., for example, received $32.6 million in design and loyalty fees from Designer Holdings Inc. in 1996 for licensing the Calvin Klein Jeans label, according to the Designer Holdings Ltd. 10K.

But developing a multi-category jeanswear collection can be a double-edged sword for a designer. He has to be extremely careful that his jeanswear licensee's collection doesn't cannibalize his lucrative core sportswear business. At the same time, the jeanswear line has to be familiar enough so that consumers will recognize the designer's point of view and taste level.

The fear of cannibalization was one of the factors that led to the collapse of the Donna Karan International/Designer Holdings licensing deal in early March, when the two companies mutually terminated their licensing agreement for the manufacture and distribution of DKNY Jeanswear. DKI believed that if it

agreed to give Designer Holdings all the products it wanted to produce, the resulting product line would have eroded its core DKNY men's and women's businesses.

Designer Holdings originally planned to aggressively launch the men's and women's DKNY jeans this fall. A DKI spokeswoman said the company is "committed to building the DKNY Jeanswear brand in-house."

Despite the pitfalls, plenty of designers are eager to launch jeanswear collections. **Nautica,** the last of the "Big Three" high-profile collection sportswear brands to expand into jeanswear, is the latest. Its line, dubbed **Nautica** Marine Denim Co., will go head to head with Polo Jeans Co., Tommy Jeans and CK Calvin Klein Jeans in department stores and better jeans specialty stores this fall.

Big numbers are at stake, as the jeanswear companies have projected very ambitious volume figures. Hilfiger has projected Tommy Jeans to generate about $125 million in the first year. Polo Jeans Co. is shooting for $300 million in three years. And market sources put **Nautica** Marine Denim Co.'s volume somewhere between $50 million and $100 million in three to five years. Sales of men's CK jeans rose 29.1 percent in 1996 to $193.2 million, according to the Designer Holdings 10K.

The jeanswear collections typically have their own design teams, the better to differentiate them from the sportswear collections. This is the case at Polo Jeans Co., which has its own merchandising and design group, according to Mindy Grossman, president and CEO. This group works very closely with the design team at Polo Ralph Lauren "and with Ralph himself. We're respecting Ralph's vision of where Polo Jeans fits in the world of Polo Ralph Lauren. We need to fit into that but focus on our particular niche. We need to be the experts in denim and denim-related products. We have such a close working relationship that it becomes a collaborative effort." The jeanswear collection, produced under license by Sun Apparel, was launched for fall '96.

Grossman stressed that a denim-based business is different from a collections business. "Obviously we are very casual and there is a price-point difference in what we do. There are categories of business that we do that Polo does and Polo Sport does. The important thing is to know the market you're merchandising it for and that the attitude fits with a denim-based line. We may both run twill pants, but we will interpret them individually."

Polo Jeans Co. has its own distinctive logoing, packaging and hangtags, she said. At the same time, "there are certainly synergies where you can tell it's a Polo line. The RL flag is present in other Ralph Lauren products."

The jeans collection has its own in-store shop program, and all the fixtures are exclusive to Polo Jeans Co., Grossman said. Its retail accounts have been extremely receptive to opening in-store shops, she said. Currently, there are about 465 men's and women's in-store shops in a variety of formats. Plans call for another 300 to be installed this year. "It's easier for the consumers to shop when they can see the brand presented effectively. You also want them to see the related products that give the scope of the jeans lifestyle. Our shops have tremendous impact. The red has a tremendous impact." Red is the dominant color in Polo Jeans' in-store shops.

As reported, **Nautica's** jeans line will be produced by Seattle Pacific Industries (SPI) under a licensing agreement with **Nautica** Apparel Inc., the licensing division of **Nautica** International Inc. It will be a total collection of denim bottoms, khaki and rugged trousers, T-shirts, knit tops, sweaters and outerwear pieces, targeted to 18-to-35-year-old men.

SPI is primarily responsible for designing the collection, according to Brenda Palmer, vice-president of domestic licensing for men's and children's at **Nautica.** SPI's designers for **Nautica** Marine Denim "come to New York on a regular basis to meet with David Chu [CEO and designer of **Nautica** International]. Certainly that gives David the continuity on this end of keeping the communication back and forth with the people at **Nautica** Marine Denim." Chu approves all the designs for the jeans line, Palmer said, despite the geographical separation of licensee and licensor. "These people have hooked up with David in New York, the Orient, at shows, in Europe," Palmer said. "It's not just limited to meetings in New York."

The hangtags for **Nautica** Marine Denim products are totally different from those for the **Nautica** sportswear collection. "This is a true jeanswear collection," Palmer said. "The visuals, hangtags and in-store shops look nothing like what we're doing in **Nautica** sportswear or **Nautica** Competition." She believes the **Nautica** name will give consumers a certain comfort level, "but it has a different appearance, whether it's the product or packaging or advertising."

The two collections will never run the identical item, Palmer said. Both lines might have a basic T-shirt the same season, but they would be in different fabrications. "David will make them two different items," Palmer said. At the same time, there won't be any major discrepancies in the price points of the two collections, she noted. A knit shirt in the sportswear collection, for example, wouldn't be three times the price of a knit in the jeanswear line. "There has to be some logic in the process."

In pricing its line, **Nautica** Marine Denim Co. has to look both at the consumer it's targeting and the competition in jeanswear, Palmer said. It also looks at "where a price point has been accepted already for **Nautica** in general. There's certainly leeway in there. There might be an area where the market demands it be at a certain price point and we're sensitive to that."

Nautica Marine Denim Co.'s advertising will be done by the same agency that does the sportswear collection's advertising -- Anne Taylor Davis Communications. The jeanswear line will have its own signature paper for its print ads, just as the sportswear collection does, Palmer said. **Nautica** Competition and the **Nautica** tailored clothing line both have their own signature papers for their print ads as well.

As for the CK Calvin Klein Jeans line, it has its own design team and its own Separate sales staff, both of which are based at Designer Holdings, according to a spokesperson for the jeans line. "A specialized sales force handles CK Calvin Klein Jeans and CK Calvin Klein Khakis as a distinct business."

An item would never run simultaneously in both the jeanswear line and the regular collection, she said. "While styling and colors might be somewhat similar at times, specific points of view for each collection necessitate different approaches for the items designed in each."

In-store shops in department stores are the central focus of the growth strategy for CK Calvin Klein Jeans and CK Calvin Klein Khakis. In the U.S., 150 in-store shops were opened by the end of 1996, and plans are under way to add 200 additional in-store shops for fiscal 1997.

Tommy Jeans also has a separate 12-person design staff led by Virginia Hilfiger, the younger sister of Tommy Hilfiger.

Pepe Jeans U.S., the licensee for Tommy Jeans, has a separate sales staff for the line as well, said a spokesperson. Eight account executives report to Ivy Karkut, vice-president of sales for Tommy Jeans.

There is a consistency to the hangtags for the Hilfiger sportswear collection and the hangtags for Tommy Jeans because they all have Hilfiger's signature red, white and blue flag logo.

There's also consistency to the advertising campaigns, both of which are handled by Toth Design and Advertising. "There are definitely common elements to the campaigns, such as type-face and logo identification. This helps to reinforce the brand recognition," the spokesperson said.

Like the other jeans collections, Tommy Jeans would never run an item that's also in the sportswear collection. In fact, two separate staffs from two distinct companies design collections with two different points of view, the spokesperson said. The Tommy Jeans lines address a younger, hipper and fashion-forward consumer.

TYPE: Journal; Fulltext; Abstract

JOURNAL-CODE: DNR

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)

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Shoe manufacturer streamlines its way to profitability Nashville Business Journal May 12, 1997

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May 1 1997

SECTION: ol 1 ; No 19; pg

LENGTH: 9 or s

HEADLINE: hoe anu acturer strea lines its ay to pro lta ility

BYLINE: Christopher D ar er

DATELINE: Nashville; N; U ; outh Central

BODY:
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or ing together or the sa e purpose hat you get is po er. n I thin it s that po er provi e y these people that ill allo us to continue or ar .

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Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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DESPITE THEIR PRICES, BRAND NAMES HOOK BUYERS The Virginian-Pilot (Norfolk, VA) May 2, 1997, Friday,

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The Virginian-Pilot (Norfolk, VA)

May 2, 1997, Friday, FINAL EDITION

SECTION: DAILY BREAK, Pg. E1

LENGTH: 556 words

HEADLINE: DESPITE THEIR PRICES, BRAND NAMES HOOK BUYERS

BYLINE: BY MATISA VICTORIA HOLDEN AND BREHON HARRISON, HIGH SCHOOL; CORRESPONDENTS

BODY:
WHEN JOHN QUINERLY heads out for the day, he likes to be in style - make that name-brand style. Quinerly, a freshman at Norfolk State University, doesn't seem to mind the high price that often accompanies that style.

"I spent $ 380 on a **Nautica** coat," Quinerly said recently. Why? "It's **Nautica,**" he answered as if that is explanation enough. Every day, teens flock to malls, thrift and discount stores in search of gear that will set them apart from the crowd and help them fit in at the same time. Not all go for names like Hilfiger, CK or Perry Ellis, but many, like Kirk Houston, let labels define their style. Kirk, a 13-year-old seventh grader at Churchland Middle School in Portsmouth, said he wouldn't be caught without name-brand clothes because: "I'll look wacky and I'll get joked on." Yeah, and you won't fit in, according to Cedric Jones. Cedric, a 14-year-old freshman at Norcom High School in Portsmouth, said he's careful about where he'll wear non-name items. "Not in a crowd," said Cedric, "because it's not stylish." According to Teenage Research Unlimited, an Illinois-based marketing research group, teens spent about $ 103 billion last year on clothes and other items. About $ 70 billion of that money came from the personal funds of teens. Young men out-spent young women by about $ 6 a week. Males spent $ 70 a week; girls spent $ 64. "I work to buy name-brand clothes," said Tarnesha Wright, 17, a junior at Green Run High School in Virginia Beach. "I'd still wear something if it was out of style. I'd pay $ 50 at the most on an outfit." That's all? You should check out Bryan Riddick's feet. The Norfolk State University freshman gets swoosh appeal from his Nike Air Max shoes. Price: a mere $ 140. Although they admit that dressing stylishly can be expensive, some don't let the high prices stop them. Instead, they work to support their shopping habits or depend on the goodwill of dear old mom and dad. And mom and dad aren't bad shopping partners, either, said Hiyasim Siscar, a senior at Salem High School. "They spend more," laughed Hiyasmin, a self-described "label freak" who works at Up Against the Wall in Military Circle Mall. Hiyasmin said she avoids discount stores because the brand-name clothes sold at those stores just don't look right. Not so, said Shanel Person, a 23-year-old Maury High grad. Brand names look just as good at discount stores. In fact, they look better because they come with a cheaper price tag. Shanel said she spends more than half of her income on clothes and saves money by shopping at Old Navy, Marshall's and TJ Maxx, just three of the many clothing discounters. At the two latter stores, Shanel said she can find such popular brands as Polo, **Nautica,** and Guess at discount prices. Shanel defends her brand mania. "I don't buy because of the name," said Shanel, who works at Greenbrier Mall in Chesapeake. "It's good quality and it lasts a long time." Although many teens profess a brand loyalty, some don't understand the craze. "Whatever I like, I get it, whether it's brand name or not," asserted Janet Rosson, a 17-year-old senior at Tallwood High. Jason Arban, a 17-year-old senior at Churchland, said he did most of his school shopping at thrift stores. "I'm not out to impress anyone," Jason said. "I live for myself."

GRAPHIC: (Color Photo);
TAMARA VONINSKI;
The Virginian-Pilot;
Hiyasmin Siscar, a senior at Salem High School, is a sales clerk at Upa Against the Wall in Norfolk.

LOAD-DATE: May 3, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
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POSTINGS: 50 Stores in First Phase, 30 More by Next Year;Outlet Center Opens Near 6 Flags Park The New York Times May 4, 1997, Sunday, Late Edition - Final

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May 4, 1997, Sunday, Late Edition - Final

SECTION: Section 9;Page 1;Column 4;Real Estate Desk

LENGTH: 335 words

HEADLINE: POSTINGS: 50 Stores in First Phase, 30 More by Next Year;
Outlet Center Opens Near 6 Flags Park

BODY:
These days a ride to Six Flags Great Adventure Theme Park and Safari in Jackson Township, N.J., may provide a different kind of adventure for both children and their parents.

Less than a mile from the park the 195,000-square-foot first phase of what will be a $20 million, 295,000-square-foot factory-outlet center will be in full swing by next month. Called Six Flags Outlet Center it will have 50 stores where goods will be sold at discounts from conventional retail prices. A 10,000-square-foot food court is to open in July.

New Plan Realty Trust, of Manhattan, one of the oldest and largest real estate investment trusts, is developing the center. It is on a 55-acre site the company owns at the intersection of Route 537 and Anderson Road, not far from exit 16 of Interstate 195.

Stores started opening late in March and 30 retailers are already welcoming shoppers. They include **Nautica,** which features a **Nautica** Boys outlet, one of only two in the country; Donna Karan, Reebok, London Fog and Nine West. There are also specialty retailers, such as Black & Decker, the tool and appliance manufacturer, and Music For a Song, a tape and video retailer.

Among the outlets to open in June are Gap, J. Crew and Calvin Klein.

Reflecting the trend toward entertainment retailing is New Plan's agreement with Six Flags that allows the outlet center to use the amusement company's name and to join forces in advertising and promotional efforts. To that end, a free shuttle-bus service will be available between the center and the theme park.

The agreement, said Arnold Laubich, New Plan's president, "provides an opportunity for children of all ages to enjoy shopping and entertainment and provides enough alternatives to make it well worth the trip and a longer stay." It also gives the center "immediate name recognition," he added.

He said construction would begin this summer for the 100,000-square-foot second phase, with 30 to 35 more stores. That phase is expected to open by next April.

LOAD-DATE: May 4, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)

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COMPANY SHORES UP NICHE, KEEPS DRESSING FOR SUCCESS: MILLERSHOR IS COVERING LARGER MARKETS AFTER FASHIONING A CONTRARIAN STRATEGY Crain's New York Business May 05, 1997

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Crain's New York Business

May 05, 1997

SECTION: News; Pg. 20

LENGTH: 827 words

HEADLINE: COMPANY SHORES UP NICHE, KEEPS DRESSING FOR SUCCESS: MILLERSHOR IS COVERING LARGER MARKETS AFTER FASHIONING A CONTRARIAN STRATEGY

BYLINE: Ylonda Gault

BODY:
After three years on Seventh Avenue and $21 million in annual revenue, Millershor has a ways to go before it poses a serious threat to apparel titans like Liz Claiborne.

But don't tell the dress company's co-founders, Douglas Miller and Richard Shore. They see Millershor as a big company.

The partners aren't delusional. They are the first to acknowledge that their draping silk dresses appeal more to Middle America than New York fashion zealots. And Millershor hasn't the resources for marketing blitzes or runway shows. Yet what the partners lack in size and status, they try to make up for in attitude. "We figure if we don't act big," reasons Mr. Miller, "we'll never be big."

Last year, after two seasons with a single product-the tunic shift-they set about remaking the company's profile with big-company initiatives. Millershor tapped a renowned designer, created a less expensive secondary line, and produced slick promotional materials and an interactive Web site.

The boutique technique

Over the past year, sales nearly doubled. So this year, plans got even bigger. Once the founders successfully heighten Millershor's profile, they hope to take the firm public.

Millershor, whose dresses sell for between $200 and $350, is angling to open in-store boutiques throughout its network of more than 2,000 department store locations. This merchandising technique-made famous by powerful sportswear brands such as **Nautica,** Tommy Hilfiger and Donna Karan-is virtually unheard of in the dress business.

But Millershor faces an uphill battle. As workplace wardrobes continue to grow more and more casual, dresses have become less frequent purchases-especially among young women. And Millershor is just one of many players in the fragmented dress category.

Like its competitors, the firm has to fight for department store real estate, because compared with sportswear, most retailers devote scant time and money to dress departments. The reason is pure economics. Sportswear generates as much as 20% of a department store's overall volume, dresses, only about 4%.

The company's founders are undaunted. They say they are close to announcing an in-store shop program with a national department store chain.

Reviving popularity

Industry insiders note that the cyclical nature of the apparel industry may soon bring dresses back around, as it did in the Eighties after a Seventies fashion hiatus. Also working in Millershor's favor is the maturing of baby boomers. Older women and those with figure flaws to disguise often prefer to wear dresses.

Even today, the company's strongest market lies in cities outside New York, where the fashion trends sway toward hip, form-fitting styles that are made for model figures.

"Millershor is right on for what real women want," says Marlynn Conner, dress buyer for Jacobson Stores in Pittsburgh. "Our best sizes are not 2, 4 and 6, but 12 and 14."

She adds that "real women" don't need the latest styles; they need the most flattering and affordable.

Jeannene Booher, Millershor's design director, has created clothing for such a customer throughout her career as a designer for Pauline Trigere, Scaasi and Maggy London. The company chose silk specifically for its characteristic draping ability, which Ms. Booher says "makes the body look beautiful."

Apparently, many women agree. Millershor has a large celebrity following that includes Donna Hanover and Deborah Norville. And the company says its Web site has attracted consumer responses from all over the country, touting the line's wearability. Mr. Miller plans to use the customers' e-mail addresses to test products and download promotions.

"For the first time, women across the Hudson will have a voice in what they wear," he says.

LOAD-DATE: May 08, 1997

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Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Tuesday, June 20, 2006 - 11:12 AM EDT

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GOING COASTAL;Want to get away from it all? Savvy manufacturers are betting shore-theme products will appeal to you THE DALLAS MORNING NEWS May 9, 1997, Friday, HOME FINAL EDITION

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THE DALLAS MORNING NEWS

May 9, 1997, Friday, HOME FINAL EDITION

SECTION: HOUSE & GARDEN; Pg. 1G

LENGTH: 1039 words

HEADLINE: GOING COASTAL;
Want to get away from it all? Savvy manufacturers are betting shore-theme products will appeal to you

BYLINE: Janet Sloan, Special Contributor to The Dallas Morning News

BODY:
A coastal vacation means long, unhurried days, clear blue sky and miles of silvery sand. We go barefoot and pick up seashells. We reconnect with family, friends and the natural rhythms of life.

We enjoy a casual lifestyle and, most important, we relax.

"People love the idea of a coastal life. It speaks to our spirit and evokes a feeling of health and well-being," says Suzanne Ashley of Seabrook Wallcoverings.

The appeal of the ocean and the coastal lifestyle is so strong, in fact, that we want to bring it home as a cure for urban ailments. Imprisoned for long hours in the workplace to build our careers, we lead stressful lives.

So when we come home, we want to relax. And savvy businesses are ready to help Americans ride this wave of desire with a wide range of products. This spring, you can read the new magazine Coastal Living while sitting beside a new lighthouse lamp in your landlocked living room - and, of course, you should be decked out in new clothes fit for Nantucket while sipping Robert Mondavi's Coastal wine.

"We are all looking for a place to get away and recharge," says Katherine Pearson, editor of Time Inc.'s Coastal Living. "The coastal attitude strikes a chord with lots of landlockedfolks. The more hectic our schedules, in fact, the higher we value a beach getaway, even if it's only in our daydreams."

"Life is hectic," Ms. Ashley says. "We can't change the fact that we have to work and run a family. But we can do things in our life to make us feel better. We can make our home a more welcoming, relaxing place."

"People fall in love with the coast," says Tim Harrison, co-founder of Lighthouse Depot, a national catalog based in Wells, Maine. "They want to furnish their homes to remind them of the ocean."

This spring, the fascination with the coastal lifestyle is inspiring designers and retailers with fresh ideas in home decor.

Sea-oriented colors, natural textures, faded fabrics and weathered furnishings help mainlanders create a beach house miles away from any shore. (See story on Page 6G.)

Businesses are betting that consumers will embrace coastal style, and those wagers are based on research.

Surveys show that Americans love the sea. The beach was the No. 1 family travel destination in 1996, notes the Travel Industry Association of America. In Money magazine's 1996 survey, 12 of the top 20 best places to live were towns within 50 miles of the Pacific, Atlantic or Gulf of Mexico. And according to the National Oceanic and Atmospheric Administration, population along the shore is four times the national average.

Coastal style transcends geography. A whopping 44 percent of second homes are located in coastal areas, but we don't have to move to Nantucket, Galveston or Monterey to fulfill the dream of a casual, coastal lifestyle.

Designers and retailers agree this is a national trend geared for coastal and landlocked markets. "Whether you live on the coast or inland, most people love the beach," says Laura Alber, director of the Pottery Barn catalog.

"This is a real popular look, a shabby-chic sort of thing," says Suzanne Beall, assistant manager at Pottery Barn in Dallas. "Our customers like it because it's reminiscent of the carefree attitude of summer. People are working more, and they want to have a relaxed atmosphere at home. Our products are selling very well."

Sales of lighthouse dinnerware from the spring and summer JCPenney Catalog have exceeded expectations, says Patti Shaw, the catalog's home furnishings style director. White-washed furniture and decorative accessories evocative of the coast are also doing well across the country, she says.

Currituck, a bedding collection designed by Bob Timberlake for Crown Crafts, was inspired by the casual lifestyle of the coast, "the feeling of freedom, space, airiness and relaxation that you get at the shore," says Ed Vairo, director of creative marketing for Crown Crafts. "It's a feeling everyone enjoys no matter where they live - Currituck has done very well for us nationally. It's been tremendously successful," Mr. Vairo says.

Spurred on by baby boomers, seniors and 20-somethings (who have always enjoyed a casual lifestyle), the coastal wave seems to be gaining momentum. "This is an idea whose time has come," agrees Ms. Pearson, Coastal Living's editor. "What we are seeing is a strong social trend."

"Our lifestyle has changed," says Marie Green, a baby boomer who is currently redecorating her Flower Mound, Texas, home. "Ten years ago we decorated and entertained in a formal, contemporary style where everything matched and had to be perfect," Ms. Green says.

"Now, we want to come home and relax."

Evidence of the trend toward a casual, coastal lifestyle is strong in several markets besides home furnishings. Robert Mondavi has joined forces with Coastal Living magazine to promote five varietals of wine named Coastal. On display in grocery stores nationwide, customers are invited to "Sip Back and Relax."

"You can enjoy Coastal wines whether you are having a light meal at home or at a barbecue with friends. It doesn't have to be a special occasion," spokeswoman Nancy Light says.

Back in print after three years, Family Houses by the Sea by Jerome Darblay and Alexandra D'Arnoux (Clarkson Potter, $ 45) pays "homage to summer by the ocean - the casual, relaxed way of life"; it explores shoreline homes in the United States and Europe.

Originally published in France, the book was reproduced "when they realized the coastal look was becoming strong here," Ms. Pearson says.

This year the clothing line **Nautica,** well-known for its casual designs, is moving into home decor.

And clothier Tommy Hilfiger offers Nantucket-inspired women's wear this spring. "These are casual clothes you'd wear in the beach community," says Courtney Moss, director of publicity for women's fashion.

"I'd love to live near the beach," says Dianne Urias, who works in Flower Mound and vacations in Port Aransas with her family each year. "The lifestyle is very relaxing. We slow down when we're there. We take long walks along the shore and the kids play in the waves and build sand castles."

Janet Sloan is a Dallas-area free-lance writer.

GRAPHIC: PHOTO / ILLUS. (The Dallas Morning News: Photo Illustration: Karen Dee Davis) Coastal shore with two big white lawn chairs. ; LOCATION NOTE: This photo-illustration was not sent to the library for archiving.

LOAD-DATE: June 10, 1997

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Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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Source: News & Business > Combined Sources > News, All (English, Full Text) [i]
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)

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With gear at a minimum, volleyball style requires ingenuity THE DALLAS MORNING NEWS May 14, 1997, Wednesday, HOME FINAL EDITION

Copyright 1997 The Dallas Morning News
THE DALLAS MORNING NEWS

May 14, 1997, Wednesday, HOME FINAL EDITION

SECTION: FASHION/DALLAS; COMPETITIVE EDGE; Pg. 3E

LENGTH: 453 words

HEADLINE: With gear at a minimum, volleyball style requires ingenuity

BYLINE: Valli Herman

BODY:
Barefoot and usually shirtless, professional volleyball players wouldn't seem to have many opportunities for fashion statements.

Look again.

Through endorsements or personal style choices, players are able to build a look on a few key items. Hip choices: Oakley wraparound sunglasses with interchangeable lenses, for example, and logo-plastered caps, shorts and tank tops from Fila, Nike, Speedo, TYR, Smack, Redsand or Sideout.

Fans got to see some beach-sport fashion last weekend when 32 two-man teams with the Association of Volleyball Professionals hit town. The men competed for $ 100,000 in the AVP Dallas Open, the seventh stop on their tour.

Gear is pretty basic: Cotton and nylon dominate, not fancy synthetics. Baggy shorts are notable only for the logos splashed across the rear. The tank tops are fairly ordinary except for extra-deep armholes: "You don't want to feel your clothes," notes Dain Blanton, 25.

How to stand out in the crowd? Up-and-coming players such as Mr. Blanton and Albert Hannemann, 27, favor a short-haired skateboarder meets surfer look. With a dose of '90s irony: Mr. Hannemann is part owner and designer of Smack, a volleyball clothing line named for the sound, not the drug.

Smack's colors are murky greens, browns and blues instead of the cheery brights once associated with the California beach scene.

TYR, Mr. Blanton's sponsor, offers traditional items like polo shirts and drawstring shorts, but in the dull hues any slacker would love.

What the two don't wear are the visors, bandannas and ponytails popular with their more established teammates.

When it's really hot, players shuck the tanks and shorts and compete in bikini briefs, which makes post-game clean-up extra easy but logo placement a challenge.

So Mr. Blanton, like many other players, adorns his arms with a temporary logo tattoo, even though it's

likely to be eroded by sweat, sand and sunblock. "They'd have to pay us a lot of money for a permanent tattoo," he says.

A new rule requires players to wear personalized tank tops during televised matches. No boring basketball-style block letters, though - graphic treatments aid name recognition and help create stars.

Is there anyplace left for a logo to go? Star player Karch Kiraly plays with his cap visor flipped up to show a sponsor name printed there.

Beach volleyball may still look more like a pastime than a tough sport, but its debut last summer at the Olympics gave it a boost.

Now Mr. Hanneman says it's starting to draw attention from big-name design lines such as **Nautica,** Giorgio Armani and Tommy Hilfiger.

They're not sponsors yet, but Mr. Hannemann would happily welcome them aboard: "That's big bucks," he says.

GRAPHIC: PHOTO(S): (1.- 4. Dallas Morning News: Evans Caglage) 1. Mike Whitmarsh with a temporary logo tattoo for Redsand. 2. Dain Blanton wears shorts with the logo of his sponsor, Tyr. 3. Albert Hannemann plays in Smack clothing, a line he co-owns. 4. Mike Dodd flips up his visor to show his sponsor.

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Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)

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Nautica puts finishing touches on European launch; Nautica Europe Daily News Record May 14, 1997

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Daily News Record

May 14, 1997

SECTION: No. 58, Vol. 27; Pg. COV; ISSN: 1041-1119

IAC-ACC-NO: 19419153

LENGTH: 667 words

HEADLINE: **Nautica** puts finishing touches on European launch; **Nautica** Europe

BYLINE: Fallon, James

BODY:
Nautica Europe is putting the pieces of its fall 1997 launch program together with the opening of its showroom and headquarters in London, and almost 75 retailers have already signed up.

The company, a joint venture between **Nautica** Enterprises Inc. and investment banking firm Financo Global Marketing, has been selling its men's line in Europe since early this year. It targeted 75 retailers in Europe it considers the key ones to launch the brand, said Michael Haight of Financo, who also serves as **Nautica** Europe's president and CEO.

"We're right on target," Haight said in an interview last week at the 3,000-square-foot London headquarters. "We've opted to go with key independents and department stores first to create a brand identity throughout Europe. It's a controlled growth strategy. We want to learn as much about the market as the market learns about the **Nautica** product." **Nautica** Europe is projecting sales of about $ 50 million within five to seven years.

In most of the doors, the company plans to construct in-store shops modeled on the new format debuted Tuesday at Macy's flagship in New York. **Nautica** Europe's strategy differs substantially from that of other major American brands, which are opening flagship stores in London and other cities in addition to going for distribution in department and specialty stores.

David Chu, designer and CEO of **Nautica** International Inc., said freestanding stores may come at some stage but are not a priority. "We'll do it when the right time comes and now probably isn't it," Chu said. "Everyone is rushing into opening flagship shops in London and not all of them can do well. We'll do it only when the distribution of our product is right."

Back in the States on Tuesday, **Nautica** officially unveiled its newest shop prototype at Macy's Herald Square, a high-ceilinged 3,200-square-foot structure with beefier fixtures, sharper lighting and innovative imaging tools, including video monitors and table-mounted mannequins. Chu and Harvey Sanders, chairman of **Nautica** Enterprises Inc., were both on hand for the unveiling.

The company plans to upgrade four to six similar large-scale shops in 1997, Chu told DNR. The new design

devotes about 40 percent of floor space to **Nautica** Competition activewear, demarcated by sleek white metal fixtures evocative of parts of a sailboat. The balance of the shop features the main sportswear line, displayed on fixtures made of warm, honey-stained wood and burnished brass.

Chu said the "next generation" shop incorporates more licensed products, including fragrances, hosiery and belts. The consumer wants to see everything today."

Although only about 700 square feet larger than the former location, the new shop, flanked by Tommy Hilfiger and Polo Sport, has a much higher capacity thanks to its large-scale fixtures, including tiered tables and massive, multi-tiered rounders. Paulette McCready, **Nautica's** senior vice-president of sales, said the new shop holds about 10,000 units, almost 40 percent more than the old shop, which had a capacity of 6,200.

Kevin Morrissey, executive vice-president and GMM of men's for Macy's East, said the opening of the **Nautica** shop illustrates the direction in which the Herald Square store is moving. "We've lined the Big Three up," Morrissey said, referring to the newly enlarged and renovated Hilfiger, Polo and **Nautica** shops on the second floor. "This is our future and indicates where we're going as we renovate the total men's store."

As reported, Macy's is in the midst of a massive $ 100 million renovation of the 2.1 million-square-foot 34th Street flagship and is adding 30,000 square feet of space for men's. Herald Square brings in over $ 500 million in sales annually, and men's accounts for 20 percent of that figure. Morrissey said the **Nautica** shop should have annual volume of $ 4.5 million to $ 5 million, and the response so far has been good.

Morrissey said he hopes to install similar shops in other Macy's units.

GRAPHIC: Illustration; Photograph

IAC-CREATE-DATE: May 27, 1997

LOAD-DATE: May 28, 1997

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Date/Time: Tuesday, June 20, 2006 - 11:09 AM EDT

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FASHION CALENDAR The Daily News of Los Angeles May 15, 1997, Thursday,

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The Daily News of Los Angeles

May 15, 1997, Thursday,

SECTION: L.A. LIFE,

LENGTH: 644 words

HEADLINE: FASHION CALENDAR

BODY:
Tuesday - Mission College student fashion show at 6:30 p.m. at the school, 13356 Eldridge Ave., Sylmar. Admission is free.

Today - Ellen Tracy fashions modeled at 3 p.m. at Bloomingdale's, Beverly Center, Los Angeles.

Friday, SaturdaySee Turnbull and Asser spring 1997 collection at 10 a.m. at Neiman Marcus, Beverly Hills.

Saturday - Zeta Tau Alpha fashion show and luncheon at 11:30 a.m. at the Airtel Plaza Hotel, 7277 Valjean Ave., Van Nuys. Proceeds benefit the Susan G. Komen Breast Cancer Foundation and the Zeta Foundation Scholarship Fund. Tickets are $ 35; call (818) 363-2836

Saturday - Meet designer Susan Lazar and see her latest fashions with informal modeling at 1 p.m. at Saks Fifth Avenue East (Women's wear), Beverly Hills.

Saturday - Beta Pi Sigma Sorority Inc. Zeta Chapter annual scholarship fashion show and luncheon at 1 p.m. at the Warner Center Hilton Hotel, 6360 Canoga Ave., Woodland Hills. Tickets are $ 30; call (818) 896-1304.

Saturday - Foothill Civitan Club of Burbank fashion show and luncheon at 11:30 a.m. at the Castaway, 1250 Harvard Road, Burbank. Tickets are $ 40; call (818) 842-4370.

Monday through May 23 - Cartier collection of limited-edition pieces featured all day at Cartier, Beverly Hills.

Monday, Tuesday - Mary McFadden trunk show with informal modeling at noon at Saks Fifth Avenue East, Beverly Hills.

Tuesday - Calabasas Historical Society fashion show and luncheon at 11 a.m. at the Calabasas Inn, 23500 Park Sorrento, Calabasas. Tickets are $ 35; call (818) 591-0064.

Tuesday, Wednesday - Escada trunk show with informal modeling at noon at Saks Fifth Avenue East, Beverly Hills.

Wednesday - Fifth Annual Friends of the Fulfillment Fund Spring Luncheon and Fashion Show at 10 a.m. at the Beverly Hills Hotel, Beverly Hills. Tickets are $ 75; call (310) 788-9700.

Wednesday - Woodbury University Department of Fashion Design student showcase at 7:30 p.m. at the

Beverly Hilton Hotel, Beverly Hills. Tickets are $ 30; call (818) 767-0888, Ext. 207.

Wednesday, May 22 - See Yves Saint Laurent fall collection at noon at Neiman Marcus, Beverly Hills.

May 22 - Young Musicians Foundation Celebrity Family Fashion Show at 11 a.m. at the Beverly Hilton Hotel, Beverly Hills. Tickets are $ 85; call (310) 859-7668.

May 22 - Santa Monica College LA Mode fashion show at 8 p.m. at the California Mart, 110 E. Ninth St., Los Angeles. Tickets are $ 9; call (310) 452-9396.

May 22, 23 - Ungaro trunk show with informal modeling at noon at Saks Fifth Avenue East (Women's wear), Beverly Hills.

May 28, 29 - Christian Lacroix trunk show with informal modeling at noon at Saks Fifth Avenue East (Women's wear), Beverly Hills.

May 29 - **Nautica** fashion show at 6:30 p.m. at Bloomingdale's, Beverly Center, Los Angeles.

May 29 - Meet designers Mark Badgley and James Mischka and see their fall collection at noon at Neiman Marcus, Beverly Hills.

May 29, 30 - Geoffrey Beene trunk show with informal modeling at noon at Saks Fifth Avenue East (Women's wear), Beverly Hills.

May 30 - Moschino trunk show with informal modeling at noon at Neiman Marcus, Beverly Hills.

May 31 - See **Nautica** new summer collection with informal modeling at 6:30 p.m. at Bloomingdale's, Beverly Center, Los Angeles.

June 3 - "Cheep Chic" fashion show and luncheon at 11 a.m. at the Braemar Country Club, 4001 Reseda Blvd., Tarzana. Tickets are $ 9 for fashion show, $ 25 for show and luncheon; call (818) 363-8890.

June 14 - Fashion Industries Guild of Cedars-Sinai Medical Center fourth annual Manufacturers' Charity Sale at 9 a.m. at the California Mart, 110 E. Ninth St., Los Angeles. Admission is $ 1; call (310) 855-3664.

June 14 - Meet San Francisco 49er Ronnie Lott and celebrate Father's Day with Donna Karan Fragrances at 2 p.m. at Bloomingdale's, Beverly Center, Los Angeles.

LOAD-DATE: May 16, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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DIXIE STYLE;BRIGHT ACTIVE BOLD;Men's fashions in action The Atlanta Journal-Constitution May 18, 1997, Sunday,

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The Atlanta Journal-Constitution

May 18, 1997, Sunday, ALL EDITIONS

SECTION: DIXIE LIVING; Pg. 03M

LENGTH: 563 words

HEADLINE: DIXIE STYLE;
BRIGHT ACTIVE BOLD;
Men's fashions in action

BYLINE: From Staff and News Services

BODY:
Whether they're skateboarding or extreme in-line skating, teenagers and young adults are ready to roll this spring with styles inspired by an evolving interest in fast-action sports.

Young men's fashion has come full circle this spring from the laid- back grunge look of the early '90s to active-inspired, high-tech in bright colors, bold stripes and expressive detailing.

"The trends that seemed so shocking and far out last year have been translated to fun, hip and wearable looks for young men this spring," says Fran Yoshioka, fashion and design director for Sears.

"The bright oranges, lime greens and fluorescent yellows are captured in textures and details inspired by action and movement. Ribbed knits, retro logos and loose-fitting board shorts meet the strong demand of teens for apparel that combines both style and movability."

In Atlanta, three recent fashion introductions have driven this active-inspired category, according to Len Cohen, Rich's divisional merchandise manager for men's sportswear: **Nautica** Competition, Polo Sport from Ralph Lauren and Tommy Athletic from Tommy Hilfiger. "All are performing well," he said. "The clothes are comfortable, the colors are bright and the styling is exciting. And these casual looks are good for the spectator as well as the athlete."

Cohen says a new line from Hilfiger, Tommy Activewear, will debut in June exclusively at Rich's. It's geared more to the active participant and will feature lots of nylon shorts and shirts.

Jack Herschlag, executive director of the National Association of Men's Sportswear Buyers, says a large segment of nonperformance active wear that he likes to call "dress active" has moved from team logos and high-tech to dressier versions ---polo collars, zip necks and trimmed V- necks.

'In many instances," Herschlag says, "the bottoms have gone in the jeans direction, and patterns have been simplified. The color mood is milder, too, with lots of black and less glitter."

Young adults also like those active-inspired looks because they're not stodgy and dress-up looking and not too grungelike, either.

Tommy Hilfiger's spring athletic group interlaces the red, white and blue of the Tommy Hilfiger flag logo throughout the line.

Gym bags and baseball caps with terry lining are two of the sports- oriented accessories that round out the spring collection.

In his competition collection, **Nautica's** David Chu pushes the technical limits. There are cross-training tights, hooded shells, jackets and vests in high-tech micropolyillumi NITE, and super-breathable, water-resistant nylon Taslan.

The **Nautica** cycling jacket has tricot at the cuffs, waistband and collar to prevent chafing. Side zippers allow for easy removal during competition, and sleeves are pitched forward and engineered to fit a cyclist's stance.

New to **Nautica** Competition this season is the wind shirt in an ultra lightweight version of **Nautica's** exclusive Nautex fabric, offering wind and water protection for warm-weather sports.

Designer Ralph Lauren's Surplus group offers military-inspired styles. Bottoms range from heavy-duty canvas cargo pants and overalls to Rip-Stop nylon shorts with pockets for every imaginable piece of gear. The collection includes fitted long-and short-sleeve nylon/Lycra crew necks with logo screen prints and lightweight nylon outerwear pieces.

GRAPHIC: Color: Get ready to roll this spring. A half-zip knit Santana shirt ($ 20), from left, is paired with Rigolletto corduroy shorts ($ 28). The cotton polo with striped collar and sleeves ($ 14) tops Levi's 565 shorts ($ 36). Courage's zip-front plaid camp shirt mates well with Canyon River Blues' loose-fit shorts ($ 22). All at Sears.
Color: **Nautica's** cycling jacket ($ 115) boasts safety reflective stripes on the sleeves, neck and back. It's worn with nylon Tactel shorts ($ 38). At select Rich's stores.
Color: Flag colors run through Tommy Hilfiger's Athletic collection, which features shorts ($ 39), a logo tank top ($ 34) and T-shirt ($ 28). Information: 800-798-8858.
Color: On the cover: Retro knits are hot for young men. A Boca Blues' knit shirt with vertical stripes ($ 30) is worn with Levi's 565 shorts ($ 36). At Sears. Color: Surplus looks from Polo Jeans feature canvas overalls (each $ 125) and lightweight nylon logo tanks (each $ 62). For stores: 800-700-7656.

LOAD-DATE: May 19, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 11:08 AM EDT

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The ticket pocket returns Forbes May 19, 1997

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Forbes

May 19, 1997

SECTION: LIVING; Trends; Pg. 288

LENGTH: 246 words

HEADLINE: The ticket pocket returns

BYLINE: N.M.; EDITED BY NINA MUNK

BODY:

IT'S OFFICIAL: Italian is out. Go ahead, clean out those soft, drapey, late-1980s Armani suits handing in the closet. Now traditional English chalk-striped men's suits look right. Savile Row detailing (FORBES, *Apr. 8, 1996*) is cropping up in the oddest places: on suits from Tommy Hilfiger, **Nautica** and Gucci. "Even the Italians are copying the English now," says G. Bruce Boyer, a men's fashion historian and writer.

Americans have long favored center vents on their jackets. The Italians prefer ventless jackets. But it's the English double vent -- or side vent -- that's in style now. So, too, are details like hacking jacket pockets -- which are slanted -- and the raised waist on the back of trousers.

My favorite Savile Row detail: the ticket pocket -- a shallow pocket that lies just above a jacket's main right-hand pocket. I've noticed it everywhere this season. It looks sharp. But what on earth is it for?

Historian Boyer says the ticket pocket -- also known as the copper, or cash, pocket -- has its origins in hunting. The British gentry stored pennies in a little outside pocket on their hunting coats to offer as tips to lads who opened gates for them in the countryside. Later the minipocket turned up on suits as a perfect spot for a 9-to-5 man to store tram tickets, tokens or newspaper change.

Now the ticket pocket is back. But like so much in fashion these days, it's a detail more about recalling a time past than serving a function.

GRAPHIC: Picture, A Ralph Lauren Purple Label suit, The ticket pocket in action. DAVID HAMSLEY

LOAD-DATE: May 12, 1997

AMERICA'S MOST WANTED The New York Times May 25, 1997, Sunday, Late Edition - Final

Copyright 1997 The New York Times Company
The New York Times

May 25, 1997, Sunday, Late Edition - Final

SECTION: Section 6; Page 50; Column 1; Magazine Desk

LENGTH: 15 words

HEADLINE: AMERICA'S MOST WANTED

BODY:
A cool-looking summer uniform summer uniform captured after an exhaustive manhunt.

GRAPHIC: Photo: From left: Cotton shirt, $195, nylon pants, $315, and tie, all by Calvin Klein. Shirt at Thomas Miller, Woodbury, LI., Pants at Saks Fifth Avenue. Belt: To Boot New York Adam Derrick. Shoes: Banana Republic. Watch: TAG Heuer. Wool shirt, $230, tie and belt by Prada. At Barneys New York. Rayon pants, $165, by DKNY. At Neiman Marcus. Watch: Breitling. Cotton shirt, $115, tie and belt by DKNY. At Bloomingdale's. Nylon pants, $295, by Calvin Klein. At Bergdorf Goodman Men. Shoes: Bally. Silk shirt, $180, viscose pants, $255, and tie by Nicole Farbi. At Charivari, 18 West 57th Street. Belt: Prada. Shoes: To Boot New York Adam Derrick. Rayon shirt, $175, wool pants, $250, and tie, all by HUGO Hugo Boss. At Concept, Miami. Belt: DKNY. Shoes: Bally. Watch: **Nautica.** Fashion Associate: David Farber. Grooming: Lori Jean Swanson for Cloutier. Model: Noah Drake. Computer imaging: @Neo.

LOAD-DATE: May 25, 1997

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YOUNG, HIP AND FASHIONABLE; Middle schoolers fight to keep up with trends just like the rest of the world Morning Star (Wilmington, NC) May 26, 1997, Monday

Copyright 1997 Wilmington Star-News, Inc.
Morning Star (Wilmington, NC)

May 26, 1997, Monday

SECTION: Lifestyle; Pg. 1D

LENGTH: 430 words

HEADLINE: YOUNG, HIP AND FASHIONABLE; Middle schoolers fight to keep up with trends just like the rest of the world

BYLINE: By BOBBY DAVIDSON, Generation Next Staff Writer

BODY:
Yes, believe it or not, there is fashion in middle school.

No, middle schoolers don't all dress the same. No, we don't all wear our pants at our knees. No, we don't all possess every stereotype we've ever been labeled.

But, of course, some of the stereotypes are true.

"What sucks about style," says Brad Bailey, 15, "is that if you don't got it, they'll rip on you, and they won't like you."

Which basically means middle schoolers need to keep up to date.

Middle school fashion has come a long way in several years. The biggest change is that grunge is dead, and with it the ripped-up jeans, dirty flannels and unmatched T-shirts are all gone.

"I don't like it when people just get up and throw on two things and then don't match," says Jenny Sniffen, 14.

In grunge's place has come hip-hop, techno and punk, which means new styles for everyone. People now wear baggy jeans, corduroy, sleek 60s-style sunglasses and bright neon colors.

"I like it when people wear bright neon greens and stuff because it's pretty bold and courageous," says Allison Cavenaugh, 14.

And because of the resurgence of punk rock, dyed hair is now a very mainstream thing, not just something for the punks to do.

Sports - surfing, soccer and skateboarding - are all big influences. Skateboarders wear baggy clothes that allow for freedom of movement - a necessity for doing complicated tricks. Soccer players tend to wear bright, light clothes - the lightness allowing them to stay cool while chasing after a ball. Surf clothing companies like Rusty, Roxy and quiksilver are big names.

"My favorite brands are definitely Rusty and Roxy," says Jenny.

Yes, people still wear designer clothes. Old stand-by clothing such as Calvin Klein, Perry Ellis and Ralph Lauren are still worn, but newer designers like Tommy Hilfiger and companies like **Nautica** control a larger share of the middle school market. Few middle schoolers are fashion savvy or rich enough to spring for highbrow names like Gianni Versace, but people do buy $ 120 Tommy sweat shirts and $ 90 **Nautica** shirts.

That's a lot of money for an age group whose allowance is around $ 10 a week. Shoes are also expensive - Nikes cost $ 60 to $ 9s; Doc Martens cost more than $ 100. Many older folks still think you can get shoes for $ 10. Where have they been shopping? Middle schoolers also pay $ 75 to $ 120 for sunglasses.

But even though we may lose the sunglasses and struggle to make payments on our shoes, it's all part of middle school fashion.

Bobby is an eighth-grader at Roland-Grise.

LOAD-DATE: May 27, 1997

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Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Tuesday, June 20, 2006 - 11:05 AM EDT

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STYLE FILE COLUMN The Toronto Sun May 27, 1997, Tuesday,

Copyright 1997 Toronto Sun Publishing Corporation
The Toronto Sun

May 27, 1997, Tuesday, Final EDITION

SECTION: IMAGINATION, Pg. 43, STYLE FILE

LENGTH: 227 words

HEADLINE: STYLE FILE COLUMN

BODY:
MATINEE FASHION FACES UP TO CHARITY

The Family Abuse Crisis Exchange charity - or FACE - recently received a $ 10,000 contribution from the Matinee Fashion Foundation. The proceeds from the recent Matinee Fashion In Motion show, held to celebrate Matinee Fashion's fifth anniversary, were donated to FACE at the evening gala. The charity helps families in domestic abuse situations and assists women overcoming crisis re-enter the work force. As part of its programs, FACE runs a clothing bank that donates business clothes to women to wear for job interviews. The designers who showed their spring and fall collections in the show, all Matinee Fashion Foundation grant recipients, also donated work wear to FACE's clothing bank.

WATCHES TUNE INTO FASHION TIMES

(CP) - Timex is streamlining many of its watches to resemble jewelry - a look more in sync with glamorous fashion times.

"Watches are taking the place of jewelry," Sylvia Vermeer, product manager for Timex Canada of Markham, Ont., said in a release explaining the shift to bracelet-style looks.

But Timex isn't abandoning the popular sports and adventure watches for which the company has gained a following, adds Vermeer.

Timex markets more than 1,500 watch designs under the Timex brand name as well as fashion labels including **Nautica,** Guess, Joe Boxer, Reebok and Timberland.

LOAD-DATE: June 3, 1997

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Tuesday, June 20, 2006 - 11:05 AM EDT

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THE CAPTAIN'S NEW CLOTHES A. Magazine May 31, 1997

Copyright 1997 SOFTLINE INFORMATION, INC.
Ethnic NewsWatch
A. Magazine

May 31, 1997

SECTION: Pg. 46

SLI-ACC-NO: 0697AMLR 117 000015

LENGTH: 2611 words

HEADLINE: THE CAPTAIN'S NEW CLOTHES

BYLINE: Ragaza, Angela

BODY:

THE CAPTAIN'S NEW CLOTHES.

EVERYONE KNEW THERE WAS A CREATIVE GENIUS BEHIND THE 300-MILLION-DOLLAR APPAREL EMPIRE KNOWN AS **NAUTICA.** BUT UNLIKE THE UBIQUITOUS TOMMY HILFIGER AND RALPH LAUREN, FEW CONSUMERS HAS EVER HEARD OF DAVID CHU, MUCH LESS SEEN HIS FACE. NOW THAT HE'S STEERING **NAUTICA** INTO UNCHARTED WATERS, HE'S GEARING UP FOR SOME MAJOR EXPOSURE. BUT IN UNDERTAKING SUCH RAPID EXPANSION, IS HE EXPOSING HIMSELF TOO MUCH?

It's a cold February morning in New York, and the scene at one menswear show is more halftime at homecoming than Seventh Avenue There's no runway, no gilt bamboo chairs: just an empty aisle flanked by aluminum bleachers rising two dozen rows high on each side. Soon hundreds of retail executives, buyers, and fashion reporters are clambering awkwardly up the bleachers, picking up the favor waiting on each numbered place (a colorful, fleece scarf), and settling in for one of the week's quieter shows. The crowd is decidly low key. There is no trash or vaudeville. Suits and furs are the order of the day.

But when the ligths go down, a kicky rock tune blares from the sound system. One by one, the models emerge, coasting quickly toward the bank of photographers, they turn, disappear, and reemerge as another manifestation of this bewildering, yet kinetic collection. There's a down parka on one young man, a fleece pullover on another. Then there's a cavalcade of elegant tailored coats and 3-button suits in glen plaids and chalkstripes, softened by the occasional odd touch, like a floppy fishing hat. It's a little Oscar Wilde, a little Liverpool hipster, a lot of Arctic bobsledder. Yet it holds together and keeps the audience in thrall, without any of the gimmicks -- the supermodels, the showstopping outfits, the bared flesh -- on which other collections rely. And the spectators, particularly the men in the audience over 30, look not only

like they hear cash registers ringing. They can see themselves in the clothes.

When David Chu emerges to take his bow, the applause is hearty and warm, like a strong handshake. Outfitted tastefully and informally in dark slacks and a turtleneck, he's smiling and waving, looking as if he'd taken a break from his studio in the Flatiron district to say hello to some old friends. And indeed, from the way the applause is filling the house, it sounds as if that's not far from the truth.

But fashion has a very short memory. Two years ago, David Chu stepped before the footlights after **Nautica's** first fashion show, and the applause betrayed as much puzzlement as enthusiasm. "Who is that?" some members of the audience asked.

If David Chu is only now becoming a recognizable face and name after a decade-and-a-half of building the **Nautica** name, it was by his own volition. Unlike the sportswear icons to whom he is most often compared -- Ralph Lauren, Tommy Hilfiger, Calvin Klein, and Donna Karan -- Chu long ago made a conscious decision not to take the hype road or the fast track.

"That's me. I'm low profile," he told The Philadelphia Inquirer.

"We don't want to be the quickest, or the biggest," he told Crains. "The key for us is finding a great idea with good quality and delivering it on a consistent basis."

Slow, steady, and solid: that is how **Nautica** went from taking 3 million in 1983 for a six-item collection of windbreakers, anoraks, and parkas to raking in over 300 million dollars in 1996. And that is the philosophy Chu has applied to every item with the **Nautica** name. "It's one of the best-conceived and best-designed men's collections in the marketplace today," says Allen Ellinger, director of the Marketing Management Group, a New York-based consulting firm for the fashion industry. "It's been consistent in its point of view."

"I have to tell you about this **Nautica** T-shirt that I got," raves Leon Hall of The Fashion Association, a nonprofit public relations group. "I've been wearing it for years. It's such a high-quality, well put together T-shirt. Can you imagine wearing the same T-shirt to the gym for years?" **Nautica's** other offerings, Hall adds, are equally above reproach. His jackets sport "pockets that really work, snaps that really snap."

Nautica's most elementary concept -- fashion that functions -- began with a love for the sea. "I love the islands. I've always loved water," he says fondly. "In the water, you have to endure these oceans. Everything has to be very technical and functional." (This concern with function led Chu, in later years, to invent new fabrics when none existed to suit the rigor of his requirements.) "And when I was searching for an idea of what I wanted to develop, a lifestyle concept, I always liked classical ideas. How to make the classics look new, that was my thing." Thinking of his love of sailing, Chu came upon the concept of **Nautica,** based on nauticus, the latin word for ship. "People have traveled around the world in boats for centuries," Chu explains. "So it's a very old idea, and a very romantic idea, exploring the world in ships. It's also very adventurous."

A reverence for tradition and a taste for adventure -- these twin threads

run through the trajectory of the 41-year-old designer's life. The eldest of three sons, he was born in Taiwan and emigrated to the United States in 1968 at the age of fourteen with his father. A talent for drawing and sketching led him to consider a future in architecture or advertising. But one summer course at New York's Fashion Institute of Technology -- in fashion history -- set his thinking on a decidedly different course.

In 1978, he graduated with a degree in fashion design and went off to work for mass-market apparel companies Kayser-Roth and Catalina. But a few years into the profession, he was disenchanted with the quality of the work he was doing. "I really wanted to do design things at the top end, not just big production in big quantities," he recalls. "A friend of mine suggested, 'how would you like to start a business?' I was very interested, and after five years with this really large firm, the time was right."

Chu started small, putting together a collection of six men's outerwear items in bright, unusual colors. Buyers from Saks Fifth Avenue, Bloomingdale's, and Macy's got the concept right away -- functional fashion, fashionable function -- and they placed orders totalling 3 million in **Nautica's** first year.

From there, **Nautica** grew at a steady clip, expanding its core of men's outerwear to add a wide array of men's sportswear. By 1992, net sales had reached 121 million and the company launched a self-titled fragrance, licensed by Revlon. **Nautica,** enjoying firm financial grounding and solid brand recognition, began to set its sights on other horizons.

All the while, Chu conceptualized, designed, and executed in the background. Rather than jockeying for papparazzi shots with supermodels and celebrities, free time was spent quietly with his wife and two daughters, or golfing. **Nautica** was a household name, and the genius behind it remained comfortably anonymous.

"The image that David is presenting is one of an average kind of guy who doesn't need to be in the limelight," says Tony Brown, division merchandising manager for Macy's West. "It's okay that he's not splashy. There's no need as long as the product has high quality."

Indeed, Chu's decision not to name his company after himself stands in marked contrast to his competition. "Unlike in the 60s and 70s, brand names have been replaced by designers' names, such as Donna Karan, Ralph Lauren, Calvin Klein," says Ellinger. "In general, if you go to the stores, you see people's names, not brand names."

Hall agrees. "People now want to know the personality behind the clothes. It's not like the 70s. If you look at the award shows, ask any celebrity who's clothes they're wearing and they'll tell you."

After a dozen years of slow and steady, **Nautica** has shifted into high gear over the past two years, launching new product lines in areas already stiff with competition. In 1995, they broke a longstanding aloofness from Seventh Avenue by launching a collection of men's tailored clothing -- suits, ties, dress shirts, jackets, and slacks -- that was their most fashion-oriented ever. In short order, **Nautica** also entered licensing agreements to produce men's shoes, watches, and eyewear. Competition, a line of high performance athletic gear, was launched in Spring 1996 (taking up the rear behind Polo

Sport and DKNY, critics noted). And the company's most controversial undertaking, a women's line, was unveiled last Fall. Soon, **Nautica** will enter the bed, bath, and home furnishings race with giants Ralph Lauren and Calvin Klein Indeed, the company seems bent on creating a whole way of living under the **Nautica** banner. But observers note **Nautica** is entering the "lifestyle" arena late in the game. "Whoever tries it will be a Ralph Lauren copy," insists Hall. "He did it first and he did it best."

Nautica has also decided, rather late in the game, to promote Chu as a public personality. Since the awkwardness of his first runway appearance, he has given more press interviews, and his name now appears next to **Nautica's** at presentations and on company invitations. Moreover, he's conceded to participating in some of the industry's high-visibility events, the likes of which his competitors have exploited for years. Last September, he presented the Competition line at Macy's West's "Passport '96," one of the fashion industry's largest and longest-running HIV/AIDS fundraisers hosted by celebrities like Sharon Stone and Elizabeth Taylor. At the show, basketball star Magic Johnson strode down the runway with his son, both outfitted from head to toe in **Nautica.** The next morning, Chu showed up for a ride on the Falconer 2000, the yacht **Nautica** is sponsoring for the America's Cup Young America team.

People in the industry have different speculations about the company's plans with Chu. Ellinger, for one, isn't sure the visibility is necessary. "People don't know David Chu," he says. "With his appearances to the public nowadays, he's relating more to the industry than to the consumers. It's conceivable that there's a long-term strategy, that the label might eventually say **Nautica** by David Chu. If I were him, I wouldn't do that. The brand and the company are doing very well right now without his name."

Others disagree. Brown says that getting Chu's face out there is "definitely a good thing for him to do. And good for the consumer to be able to put a face with the product and relate with the person developing the product. It gets people going."

Experts say that **Nautica** is in a better position than many apparel companies to undertake such heavy licensing and expansion. But in multiplying its lines to reach so many segments of the market at once, **Nautica** gives the appearance of scrambling to keep up with the Joneses. Moreover, no one knows better than the fashion industry that licensing, as temptingly lucrative as it appears on paper, can be the kiss of death if improperly managed.

Chu didn't anticipate any problems with **Nautica's** women's line, licensed with Bernard Chaus, Inc. "A lot of people don't know, but I was actually trained in women's design," he says, remarking that women not only buy **Nautica** for husbands, sons, and boyfriends. "They buy the sweatshirts and the jackets for themselves," he observes, "because our products are well-built, and a lot of women can't find well-built products for themselves."

But while the highly-awaited debut of Lauren and Tommy Girl attracted a stampede, retail execs reported that **Nautica's** women's wear wasn't moving. "We only carry it in a couple of stores," Frank Doroff, executive vice president and general merchandise manager for Bloomingdales, told Newsday in October, "and that has gotten off to a slow start." Company officials were prompted to cut wholesale prices for this Spring's collection by as much as 40 percent. They also reduced the number of tailored items and increased the number of

heavy logo and outerwear items that made **Nautica** famous in the first place.

While there's no disputing **Nautica's** quality, some in the industry are also confused about the image the company is trying to project. Its ubiquitous advertisements have long reinforced an image of ruggedly WASPy sophistication. But buyers whom the industry calls "young urban consumers" (read: young people of color) have also made **Nautica** a staple of streetchic, mixing individual pieces with other logo heavies like Polo, Hilfiger, CK, and DKNY. Hilfiger, unlike other major apparel and shoe designers, has chosen not to fight his following among young black consumers. Rather, he's embraced it, and to great profit.

But older, more conservative men are **Nautica's** chief audience, industry observers maintain. "**Nautica** appeals to a more mature customer, who maybe isn't as fashion-conscious as the Hilfiger customer, but wants very clean, understandable fashion" says Brown. "We think he's probably between the ages of 30 and 40."

Ellinger adds that it's in **Nautica's** interest to keep appealing to that consumer. "Tommy's been exploiting its popularity with kids, and **Nautica** is rolling with the punches," he says. "My concern about Tommy is that young customers quickly move on to the next great look. Tommy's older customer won't wear what the kids wore."

Nautica's popularity with urban youth isn't lost on company officials, but their attempts to include young people of color in their image have been tentative. "Even when **Nautica** uses black athletes, it's still that Americana kind of feeling," comments Brown. "They're doing a better job at showing more ethnicities in their advertising, but they still want to keep the look to a more generic one."

Hall says he's "terribly confused about what David Chu and Tommy Hilfiger are trying to do. They're trying to be everything to everyone at once. Yeah, it's been a WASPy image. **Nautica's** broadening their image, but at the core of it, that's what it is still all about."

Chu says he has no rigid ideas about who his customers are. "I don't really have a lock on an age group," he says. "I really like to design for people who appreciate good value, good quality, good design. He can be in the low 20s to mid 40s. He can be in his 60s. It's really not about age." He adds that he's not as resistant to young buyers as people might think. "I'm really happy to have them as customers," he says. "It gives it a different spin when I see them wear a **Nautica** jacket. I can see that it's a different idea. Somebody may wear a cropped jacket with khaki trousers, and some kid may take the same item very oversized. So everybody has their own idea of what **Nautica** is to them, what it stands for."

But quality, Chu says, remains the bedrock of everything **Nautica** does, even as the company vies for position in an industry that thrives on novelty. Whatever path the company chooses, the destination -- a perfect synergy of form and function -- remains the same. "There are certain limitations to being creative, and to be creative within these limitations is the toughest," Chu says. But striving for that balance, he reflects, doesn't limit his vision; it frees it. "Through function, sometimes you find new ways to design," he says. "A different way to look at something."

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GRAPHIC: Photo, David Chu

JOURNAL-CODE: AM

LOAD-DATE: August 17, 2001

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
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Date/Time: Tuesday, June 20, 2006 - 11:02 AM EDT

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LIFE'S A BEACH FOR MEN: THEY DON'T FEAR SWIMSUITSLiving Smart - Fashion Savoir-Faire The Oregonian (Portland, Oregon) June 4, 1997 Wednesday

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The Oregonian (Portland, Oregon)

June 4, 1997 Wednesday
SUNRISE Edition

SECTION: LIVING; Pg. D04

LENGTH: 496 words

HEADLINE: LIFE'S A BEACH FOR MEN: THEY DON'T FEAR SWIMSUITSLiving Smart - Fashion Savoir-Faire

BYLINE: LA Times-Washington Post Service

BODY:

Wednesday, June 4, 1997 LIFE'S A BEACH FOR MEN: THEY DON'T FEAR SWIMSUITS

Living Smart - Fashion Savoir-Faire

If men have any issues with their physiques, they are not apparent on the beaches. Whether a man sports a potbelly of epic proportion or a rippling six-pack earned from agonizing gym time, he seems to walk with the same confident swagger. That paunch? Pure muscle. Those pudgy thighs? Powerful.

The men are fooling no one, of course. But God bless 'em for steering clear of all that self-hatred baggage.

Women's magazines are filled with tips designed to ease a woman through the rigors of swimsuit shopping. There are suits designed to make a woman's legs look longer, her tummy appear flatter, her breasts seem fuller. There are even swimsuits that promise to create the illusion that she is 10 pounds lighter.

Meanwhile, men mostly seem unperturbed by the thought of waltzing out in front of an audience wearing little more than a swatch of spandex. Sure, there are a few men who slip into workout overdrive as the summer approaches. And there are others whose guts churn at the mere mention of the word ``Speedo.'' But men have a knack for slapping on a cocksure grin and focusing on their backstroke.

Men are able to accomplish this trick even though swimwear is one of the rare fashion divisions in which women have it easier. After all, a woman has a choice between a maillot and a bikini. She can pick thongs, briefs or fitted shorts. She can even find a swimsuit with a skirt.

Men, on the other hand, have relatively few coverage options. They range from a little to almost nothing.

And for spring, coverage is as minimal as ever. Prada adorns its slinky chocolate brown, tan and tomato-red swim trunks with sleek metallic buckles bearing the design house's name. Gucci offers gentlemen caramel-colored bikini bottoms with status hardware such as double G's. Gucci's designer, Tom Ford, even dares men to bare it all with his signature thong -- the famous G's are centered just above the rear end.

Tom of Finland offers more traditional bikini briefs in a green camouflage print. Square-cut spandex shorts from John Bartlett and Hugo Boss have more fabric than briefs but are no less revealing as they emphasize every toned muscle or fleshy spare tire. Hugo Boss creates them in candy stripes. Bartlett prefers his in bold, geometric block prints.

Of course, boxers, such as the no-nonsense versions from **Nautica,** are a beachwear classic and are the most forgiving of men's options. They tend to be favored by those who don't want to worry about their rear view.

With so little raw material, there's not much that designers can do to alter, update or reinvent men's swimwear.

The truth of the matter is that swim trunks are not representative of great design. They do not highlight trends. Instead, they are a vehicle for narcissism -- a way for a man to show off the body, the strut and the power of a healthy ego.

-- LA Times-Washington Post Service

LOAD-DATE: April 6, 2006

Source: News & Business > Combined Sources > News, All (English, Full Text)
Terms: nautica and date(geq (1/1/1997) and leq (12/31/1997)) (Edit Search | Suggest Terms for My Search)
View: Full
Date/Time: Tuesday, June 20, 2006 - 10:59 AM EDT

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